

IOC SOCIAL AND DIGITAL MEDIA GUIDELINES FOR ATHLETES
PARTICIPATING AT THE OLYMPIC WINTER GAMES MILANO CORTINA 2026
Frequently Asked Questions

- **When do these Guidelines apply?**

These Guidelines apply from the opening of the Olympic Village, on or around 30 January 2026, until the closing of the Olympic Village, on or around 24 February 2026, during your participation at the Olympic Winter Games Milano Cortina 2026 (“**Games**”). The use of any content produced pursuant to these Guidelines must at all times be in compliance with these Guidelines and any other relevant guidelines issued by the IOC for the Games.

- **What falls within these Guidelines?**

Photos, videos and audio recordings taken by athletes for the purpose of sharing their Games experience, however athletes must not act as a journalist or in any other media capacity. Athletes may collaborate with the media rights-holder in their country as described below.

Any form of Olympic content transformed into graphic animated formats, such as animated GIFs, shall be considered the same as videos under these Guidelines.

- **Who do these Guidelines apply to?**

These Guidelines apply only to athletes participating at the Games (under Aa or Ap accreditations). These Guidelines also apply to athletes when they are spectators at the Games.

All other individuals accredited to the Games, including coaches, technical staff, entourage, team officials, volunteers, personnel of National Olympic Committees (“**NOC**”), International Federations (“**IF**”) or the Organizing Committee and other team personnel who participate at the Games, must comply with the “IOC Social and Digital Media Guidelines for Accredited Individuals other than Athletes Participating at the Olympic Winter Games Milano Cortina 2026”.

- **Can athletes use social media or update their websites during their participation in the Games?**

The IOC encourages all athletes to share their experience at the Games with others through their personal social media accounts and websites (e.g. Facebook, X (formerly Twitter), Instagram) in accordance with these Guidelines.

Athletes are not allowed to create specific Olympic-related websites or social media accounts using Olympic Properties (e.g. www.athletenameolympicgames.com) but, where possible, may create a subfolder within their website/social media accounts (e.g. www.athletename.com/olympicgames).

All posts must be consistent with the Olympic values, be not discriminatory or obscene and respect the privacy of others. All online activity is subject to applicable laws (e.g. on defamation).

- **Can athletes post photos or videos taken within the Olympic Village?**

Athletes can take photos and record audio and videos within the Olympic Village. These can be shared on the athletes' personal website and social media accounts. However, it is important to keep in mind that if another person's image is included or referred to in a post, such person's permission must be obtained beforehand. Athletes staying in the Olympic Village are also required to respect the protected atmosphere and privacy of the Olympic Village and are not allowed to report on the activities of other residents, unless they have obtained such other persons' consent beforehand.

Please note that it is forbidden to take photos or to record audio or video in restricted areas, including but not limited to the medical areas, doping control station or prayer room.

A post cannot be shared if (i) commercial (except as expressly authorized in these Guidelines), (ii) of the medical areas, doping control station or prayer room, (iii) using AI or AI generated content or outputs, or (iv) any video is live or longer than 2 minutes each.

- **Can athletes post photos or videos of others?**

Athlete privacy must be respected. If another person is included in a post such person's permission must be obtained beforehand.

- **Can athletes share photos taken from Olympic venues?**

Yes, athletes can share photographs taken from Olympic venues on their personal website and social media accounts. A post with photograph(s) cannot be shared if it is: (i) commercial (except as expressly authorized in these Guidelines), (ii) of the medical areas or doping control station, or (iii) using AI or AI generated content or outputs.

- **Can athletes post or authorise the distribution of remote interviews from Olympic venues and the Olympic Village?**

Athletes can give interviews to accredited media in authorised areas within Olympic venues (being the mixed zone, post competition press conference, the Venue Media Centre), the Main Media Centre and the Olympic Village (being the Olympic Village Media Centre and Olympic Village Plaza but not the residential zone), or as otherwise permitted by the IOC. The athlete cannot record or distribute (or permit the recording or distribution of) those interviews other than by a media rights-holder.

In accordance with the News Access Rules, athletes may give remote interviews via mobile phone or other devices (including video calls). The athlete cannot record or distribute (or permit the recording or distribution of) those interviews other than by a media rights-holder) unless the interview takes place at the Main Media Centre.

- **Can athletes record and post a video of the Opening and/or Closing Ceremony?**

Yes, athletes can record and post their experience at the Opening and/or Closing Ceremony provided that posts cannot be shared if (i) commercial, (ii) using AI or AI generated content or outputs, or (iii) the video is live or longer than 2 minutes per post.

- **Can athletes post on social media a video recorded by their coaches (or anyone else) during training or warm-up?**

No, athletes can only post content recorded by themselves during training or warm-up on the condition that it complies with the timing and other requirements in these Guidelines.

- **Can athletes authorise the use of their photos and videos by others?**

Athletes' photos and videos are for their personal use in accordance with these Guidelines.

Athletes can use "collabs" to post photographs with an Olympic Sponsor, with the athlete's NOC, IF, national federation, continental association, professional league, the Association of National Olympic Committees ("**ANOC**") or the organizing committee for Milano-Cortina 2026, on the condition that it is non-commercial (unless the collab is with an Olympic Sponsor as expressly authorized in the Guidelines).

A "collab" allows you to natively post with another account so the exact same content appears across both accounts.

Athletes cannot post videos using collabs with any of the above entities.

In addition, athletes can use collabs or otherwise distribute their content to the media rights-holder in the athlete's country. Official media rights-holders in the athlete's country can support and help athletes to engage further with their fans and followers by distributing photos and videos. Athletes can tell their fans to tune-in to their sports competition on the official media rights-holder of their country (e.g. watch my match tonight on X channel) and can tag the media rights-holder in the post.

Athletes cannot otherwise distribute their content to a third party or its social media account or digital platform.

- **Can athletes use professional equipment to record content?**

No, athletes can only use their personal mobile phone.

- **Can athletes share videos taken from the field of play within the Olympic venues?**

Yes, athletes can post videos (up to 2 minutes in length per post) recorded up to one hour before the start of their competition and recorded after leaving the mixed zone and

the doping control station. Remember, these videos cannot include any footage of the Olympic medal ceremonies or sports competition. Athletes cannot post videos recorded within 1 hour of the start of their competition or recorded before leaving the mixed zone and doping control station. The post with video cannot be commercial or live.

- **How soon before the start of my competition can I post?**

An athlete can post videos that they record up to, but not within, 1 hour of the start of their competition. This may include travelling to the Olympic venue, during preparation and warm-up. An athlete cannot post videos recorded during any break-in-play such as changing ends in tennis or half-time during football.

- **Can athletes share a video of their reaction directly after competing at the Games on the field of play?**

After leaving the mixed zone and the doping control station, athletes can record and share their reaction.

Athletes cannot share video of the field of play associated with the sporting competition (including anthems, coin toss and celebrations).

- **Can athletes record a video on the podium receiving their medals?**

No, athletes cannot record a video while on the podium receiving their medals.

- **Can athletes post highlights of their personal competition on social media?**

No, athletes cannot post highlights of their personal competition on social media.

However, an athlete can re-post or share highlights posted by the official media rights-holder in the athlete's country on the condition that the highlights are geoblocked to the athlete's country. In case of doubt, contact the official media rights-holder in your country. In the event the relevant social media platform does not permit geoblocking, then such content cannot be posted.

- **Can athletes post content of other athletes training or competing during the Games?**

No, athletes cannot post any videos of other athletes' performances either during trainings or during sport competition.

- **Can an athlete have an arrangement with a social media platform or other entity that is not a media rights-holder under which the athlete could share content created pursuant to these Guidelines?**

Athletes can have pre-existing agreements with social media platforms or other entities that are not a media rights-holder, but any such agreement cannot include any content

created by athletes under these Guidelines or acting as a journalist or in any other media capacity.

- **Can athletes share photos and videos captured pursuant to these Guidelines within games, digital fan engagement activities, immersive environments, and metaverse platforms (including Roblox, Fortnite, Decentraland, fantasy gaming portals)?**

No. Games, digital fan engagement activities, immersive environments and metaverse platforms are not within the scope of 'social media' for the purpose of these Guidelines. Athletes' photos and videos are for their personal use, which does not extend to use in games, digital fan engagement activities, immersive environments and metaverse platforms. This includes not authorising the use of their photos and videos as digital collectibles, NFTs or other virtual products (whether minted on a blockchain or not).

- **Can athletes sign an agreement with the official media rights-holder of the Games in their country to support their promotion of the Games?**

Yes, athletes can collaborate and share content (photos and videos) of their personal experience at the Games with the media rights-holder in their country but athletes cannot act as a journalist or in any other media capacity (including by acting on behalf of the relevant media rights-holder). This means that athletes cannot interview other athletes or report on the Games events and the media rights-holder cannot direct any athlete on content to be produced or shared.

- **Can athletes post about Olympic Sponsors during the Games?**

Yes. For Olympic Sponsors, athletes can post photographs (but not any video taken within a venue) which may include:

- the Olympic Sponsor's logo, product or service at the Olympic Winter Games provided that such inclusion is natural and authentic
- @[Name of Olympic Sponsor], @Olympics
- #[Name of Olympic Sponsor], #[Name of Olympic Sponsor product/service] or
- Any other relevant non-commercial hashtag such as #MilanoCortina2026, #Olympian, #Olympics

Athletes can use collabs to post these photographs with Olympic Sponsors.

Athletes can also share posts by their Olympic Sponsors.

Olympic Sponsors may run a paid marketing campaign to amplify the athletes' posts about Olympic Sponsors (whether posted natively by the athlete or posted by the athlete as a collab with an Olympic Sponsor).

- **Can athletes post about their personal sponsors that are NOT Olympic Sponsors during the Games?**

In connection with personal sponsors that are not Olympic Sponsors, unless your NOC has different rules, an athlete may only post one (1) "thank-you message" per personal

sponsor in accordance with the IOC's Commercial Opportunities for Participants and the FAQs.

As per the Commercial Opportunities for Participants during the Olympic Winter Games Milano Cortina 2026 framework the “thank-you message” for personal sponsors that are not Olympic Sponsors shall not:

- 1 – contain any Olympic Properties (such as the Olympic symbol, or other Olympic images, mottos or phrases, such as Milano Cortina 2026, and other properties listed in the Key Principles),
- 2 – contain photographs or videos from Olympic venues or Olympic medal ceremonies,
- 3 – feature the athlete's official Olympic team uniform, or any Olympic medal
- 4 – include any personal endorsement of a product or service, or
- 5 – suggest that a product or service helped the athlete's sporting performance.

An athlete cannot use collabs to post its “thank-you message” with a personal sponsor that is not an Olympic Sponsor.

A sponsor that is not an Olympic Sponsor cannot share or repost athlete content that includes Olympic content, Olympic stakeholders or a “thank-you message”.

- **Can athletes use the Olympic rings or other Olympic logos in their internet and social media posts?**

Yes, provided that the Olympic rings or other Olympic logos (e.g. Games emblem, mascots, flags, torches) are not used for commercial purposes, to promote, or create an unauthorised association with, any cause, organisation and/or any products or services except, for photographs only, the athlete's Olympic Sponsor's logo, product or service at the Olympic Winter Games. The integrity of the Olympic rings and other Olympic logos should be maintained, and the Olympic rings and other Olympic logos should not be distorted, altered or used in a context that is not directly related to the Games.

- **Should athletes receive unwanted attention on-site or online, how can they protect themselves?**

A new protective measure for cyber abuse has been proactively put in place for all athletes for the Games. This service monitors and reports in real time abuse directed online at athletes via Meta, TikTok, and X (formally Twitter), often before the athlete has a chance to see it.

To report a concern of harassment and abuse during Games, athletes can visit the dedicated MindZones in the Olympic Village where the IOC Safeguarding Officers will be located to provide guidance and support. More information and resources are also available in <https://www.olympics.com/athlete365/topics/safesport> and safeguardingofficer@olympic.org.

For further information related to protection from online harassment and abuse, athletes

may utilise the Athlete365 e-learning course [Mindful Social Media](#).

- How do I turn off ads on social media platforms?

Each social media platform will have a policy on which accounts are eligible for monetization (e.g., minimum number of followers, verified account, etc.).

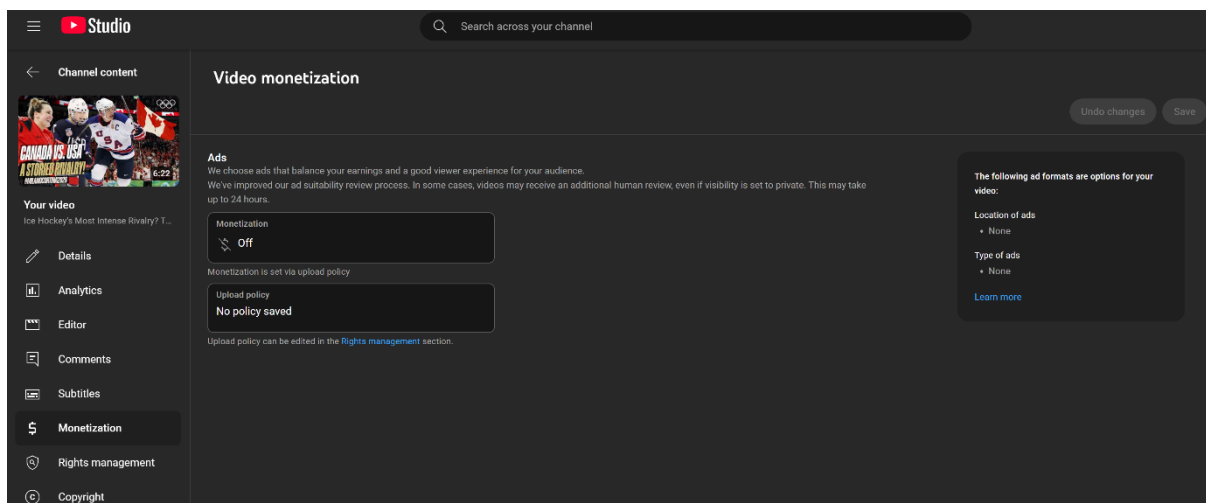
Where an athlete's account is eligible for monetization (e.g. advertising, paid partnerships), the athlete must turn off all forms of monetization around all content posted in accordance with these Guidelines. Below are some resources for turning off monetization during the Games on key social media platforms.

Monetization and the available tools may depend on the country.

[YouTube help - Turn off ads for individual videos](#)

You can turn off monetization for any videos you've already uploaded.

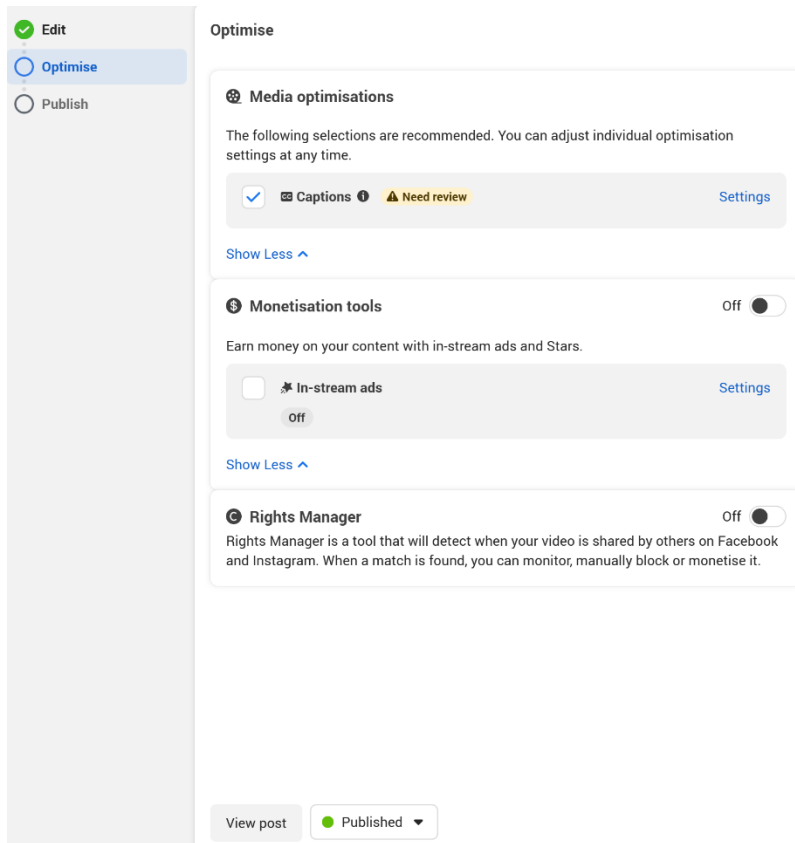
1. Sign in to YouTube.
2. Go to **YouTube Studio**.
3. In the left Menu, select **Content**.
4. Next to the relevant video, click **Monetization**.
5. Click **Off** in the monetization drop-down menu.
6. Click **Save**.



[Facebook - Turn off in-stream ads](#)

How to turn off in-stream ads for a video:

1. Go to [Meta Business Suite](#) > **Content**.
2. Click the **Published** tab at the top.
3. Select the post that you want to turn off in-stream ads for.
4. Click **Edit post** in the left sidebar.
5. In the right sidebar, click **In-stream ads**.
6. Turn off in-stream ads for that video.
7. Click **Save**.



[Instagram - Turning off monetization](#)

If you are eligible and onboarded to monetization for [Ads in profile feed](#) or Ads on Reels, you can:

1. Go to your settings in the Instagram app
2. Select Creator tools and controls or Business tools and controls
3. Tap Ad placements
4. Toggle off Ads on Reels, Ads in profile feed (or both)

[X - Turn off monetization on Amplify](#)

See the policy in the hyperlink above.

[TikTok](#)

See the policy in the hyperlink above.

Can NOCs, IFs, national federations, continental associations, the ANOC, professional leagues or Olympic Sponsors share/repost on their respective official social media accounts content posted by athletes pursuant to these Social Media Guidelines?

Yes, NOCs, IFs, national federations, continental associations, the ANOC, professional leagues and Olympic Sponsors can:

- share/repost on their official account content (both videos and photographs) posted by athletes in compliance with these Guidelines
- accept collabs from athletes to post photographs (not videos) posted by athletes in compliance with these Guidelines and/or
- create photo galleries on their official accounts of photos posted by athletes in compliance with these Guidelines

provided that such shares/posts/collab are not commercial (unless the collab is with an Olympic Sponsor as expressly authorized in the Guidelines).

NOCs, IFs, national federations, continental associations, the ANOC, professional leagues and Olympic Sponsors may not natively post, edit or aggregate (meaning downloading a selection of content posted by an athlete, then posting it on the organisation's official account) any content posted by athletes pursuant to these Guidelines on their respective official accounts.

Questions

- If athletes have any questions about the Social Media Guidelines, please contact your NOC.