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BHUTAN OLYMPIC COMMITTEE

Policy on the Use of Social Media by National Athletes and Accredited Officials

1. Introduction

The Bhutan Olympic Committee (BOC), the National Sport Federations (NSFs) and Sport Associations (SAs) encourage all national athletes to engage with friends, fans, team-mates, members of the public and the media, via social media. Together, the athletes, coaches, officials and other accredited persons are the best ambassadors for Bhutanese sport – celebrating the unique connections and friendships which bring everyone together, through sport.

Bhutanese athletes are at the heart of everything we do and as they constantly push boundaries and challenge limits to deliver peak performance, it is our aim to ensure that their high performance on the field of play, inspires and has a lasting impact across the whole of Bhutan. Accordingly, social and digital media play a huge part in ensuring that the inspiring moments and actions of Bhutanese athletes, reach the widest-possible audience.

The BOC, NSFs and SAs want to and encourage national athletes to take part in social and digital media and to share their experiences with friends, family and supporters. These guidelines, however, are designed to ensure that this activity respects sport values and the rights of all stakeholders.

2. Who does this policy apply to?

This policy applies to all:

- 1) National athletes,
- 2) Officials, coaches and members of the BOC, NSFs and SAs,
- 3) Accredited officials, selected athletes and coaches, representing Bhutan, the BOC and their respective federations and associations, at all international games, events and competitions.

3. Why do we need a policy on social media?

The vision of the BOC, NSFs and SAs is to promote a value based sporting culture through sport. We wish to promote an inspiring, inclusive, and values based sporting culture that connects and inspires athletes and communities around the world.



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We need a policy because, sport brings together a wide range of people from very different backgrounds. We want our national athletes, coaches and officials to be the best representatives of our country.

It is important that national athletes, coaches and officials who choose to share their experiences through social media do so in a way which respects both themselves and others, and does not infringe on the privacy or indeed rights of other parties and partners. We want our national athletes, coaches and officials to be able to take and share photos with their family, friends and followers; however, we also need to protect and safeguard the privacy of everyone involved and the rights of all our stakeholders. For example, tweeting a picture of your friends in the crowd is fine (with their permission); uploading a video criticizing others is not.

4. What is social media?

We define social media as any kind of tool that you can use for sharing what you know, including (but not limited to): blogs, photo-sharing, video-sharing (such as YouTube), social networks (such as Twitter or Facebook), mobile phone applications (such as Instagram, Snapchat, Wechat, WhatsApp, Viber, Line), texting and webcasting.

We believe that social media has a valuable role to play in sharing the excitement of sports with spectators, supporters and the public; but we require all our national athletes, coaches and officials to use it thoughtfully, courteously and in accordance with Olympic values.

5. Respecting others—some do's and don'ts

We want everyone to enjoy sports and have a fulfilling experience at sports events. Accordingly, we ask that all our national athletes, coaches and officials show each other respect and courtesy at all times. We actively encourage our national athletes, coaches and officials to use social media but please remember:

- Do be kind to others. Do not insult anyone or say anything that could be construed as offensive. Behave professionally and in a manner, which reflects the spirit of sports and Olympic values. Remember that harassment and sexist or racist or politically motivated remarks are never appropriate.
- Do be positive – people will make assumptions about what you're like, based on what you write and say.
- Don't say anything that you wouldn't say if you were speaking in public.



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- Don't share any personal or confidential information about anyone else.
- Don't intrude on others' privacy – ask permission before you photograph someone for example (especially young people under the age of 16), and ask their permission before sharing on social networks.

6. Share your own experiences and stories, not those of others

All national athletes, coaches and officials can post personal messages, personal comments on social media channels. However, remember, unless you are accredited as a journalist, your posts must be personal comments and reflections. You must not post any content which is, or may be mistaken to be, criticism of competition results or the activities of other participants or accredited persons or the event organizers or that of your federation and association or the Bhutan Olympic Committee.

7. The Intellectual Property of the Games, Events and Competitions

The BOC, NSFs and SAs logos' and branding, or that of the Organising Committee of the Games, Events and Competitions may appear in the background of pictures on social media, but please get permission from the BOC, NSFs, SAs or Organising Committee of the Games, Events and Competitions, if for any reason, you wish to use the emblems or mascots for commercial purpose.

8. Advertising and Sponsors

All national athletes, coaches and officials must not make any commercial reference in connection with any Games, Events and Competitions contents' and you must not enter into any advertising, sponsorship or commercial arrangements with third parties in connection with the content.

9. Please don't broadcast photos, sound or moving images of the Games, Events and Competitions

We know you may want to take photographs and document your experience at the Games, Events and Competitions including the Ceremonies, whether on your smartphone or camera. However, unless you are accredited media, photographs and videos can only be for your own personal use, not commercial gain. Personal drones may not be used in or near any competition venues.

So, while you may post your photographs on your Facebook page or tweet them to your friends and family, you mustn't sell photographs taken at the Games, Events and



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Competitions and you mustn't share, even privately, any live or delayed video or audio recordings of the sports action (or other activities such as Opening, Closing and Medal Ceremonies which occur within any Games, Events and Competitions venue). The use of live-streaming applications such as Periscope or Facebook Live is also prohibited. There is no restriction on sharing video or audio recordings taken outside Games, Events and Competitions venues.

10. Monitoring

During Games, Events and Competitions time, it is usual for the organizers to actively monitor all social networks as well as the internet. At their discretion, they may share and promote content that adheres to these guidelines, but we would ask for you to assist us and identify and prevent any activity which:

- Attempts to promote a political cause, business or product at the Games, Events and Competitions;
- Could adversely affect the esteem and reputation of the Games, Events and Competitions;
- Could cause an individual distress or embarrassment;
- Fails to protect and safeguard the rights (including the right to privacy) of participants.

11. Sanctions.

The accreditations of any organisation or person accredited at the Games, Events and Competitions can be withdrawn without notice, at the discretion of the BOC, NSFs and SAs or Organising Committee of the Games, Events and Competitions. We may do this if there is a breach of this policy, or those in place governing accreditation. The BOC, NSFs and SAs and Organising Committee of the Games, Events and Competitions also reserve the right to take any other appropriate measures, including issuing a 'take down notice', taking legal action for damages, and imposing other sanctions.

12. Resolution of Disputes.



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Any disputes regarding this policy which involve all national athletes, coaches and officials shall be resolved in accordance with the BOC's, NSFs' and SAs' standard procedures and the their decision will be final.