



SOCIAL MEDIA GUIDELINES

Paris 2024

The **Canadian Paralympic Committee (CPC)** encourages athletes and other accredited persons to engage in social and digital media activities during the **Paris 2024 Paralympic Games**, sharing and celebrating their experiences with their audiences.

Paris 2024 is set to be one of the largest Paralympic Games in history and on track to be one of the biggest social media events of the decade. Social media is an important brand awareness platform for organizations and individuals. With a strong presence on social media, you can position your own personal brand, gain exposure, and connect with your audience no matter where you are in the world. Social media enables you to take viewers to new places and gain a unique insight into experiences like the Paris 2024 Paralympic Games.

Please be aware that certain conditions apply during the Games-time window, particularly regarding commercial use and the sharing of audio and video from Paris 2024 competition venues. The Games-time window refers to the period specified in your Team Member Agreement, during which you are contracted to represent the **Canadian Paralympic Committee** as part of the Canadian Paralympic Team (CPT). As a member of the CPT, you have the exciting opportunity to share your stories and those of fellow athletes. It's essential that all team members are aligned on messaging and understand their role as storytellers, while adhering to the rules about how these stories are shared on social media.



IMPORTANT SOCIAL GUIDELINES

Official announcements regarding podium finishes, medal standings, and other results will first be posted on the Canadian Paralympic Team's official channels – [@cdnparalympics](https://www.instagram.com/cdnparalympics).

These can then be shared by the National Sport Organizations (NSOs) and Canadian Paralympic Team members.

All affiliations and announcements connected to the Paris 2024 Paralympic Games joint with NSOs should be devoid of sponsor mentions.

NSOs should refrain from referencing corporate partners when discussing Paris 2024 during the Games-time window. Only the Canadian Paralympic Team's official sponsors have the privilege to highlight their support of the CPT.

Athlete's must comply with CPC's Paris 2024 Sponsor Guidelines (further details below).

DO

- Showcase your Paris 2024 Paralympic Games journey – from training and performance insights to behind-the-scenes experiences.
- Use the social media platforms you resonate with, be it Instagram, TikTok, X, Facebook, YouTube, LinkedIn, etc.
- Prioritize video content, where possible and allowed – share your moments through posts, stories, or reels.
- Offer photos (**not videos**) of competition venues, giving followers a firsthand look at the Games. Further details about videos of competition below.
- Keep footage from the Athletes Village residential zone restricted to Canada's building and your own room.
- Ensure you are wearing your Canadian Paralympic Team Official Uniform in all content that you share from the Games and avoid inclusion of any third-party brands.
- Educate your followers about the Paralympic Movement, using accurate terminology and classifications.
- Engage with content from the Canadian Paralympic Team ([@cdnparalympics](https://www.instagram.com/cdnparalympics)) and CBC/Radio-Canada ([@cbc.sports](https://www.instagram.com/cbc.sports) & [@radiocanadasports](https://www.instagram.com/radiocanadasports) – Instagram accounts)
- Engage with content from the Canadian Paralympic Committee Partners during the Games period and consider sharing your positive experiences of being on the Canadian Paralympic Team, such as your travel to the Games with Air Canada and unveiling of your lululemon Team Canada official uniform.

DO NOT

- Ensure consent when posting photos/videos featuring others and always credit photographers.
- Use relevant hashtags like **#Paris2024** and **#GreatnessMovesUs**, the Canadian Paralympic Team's official Games-time hashtag, to be part of the conversation.
- Collaborate and engage with fellow athletes, fostering a unified Canadian Paralympic Team spirit.
- Engage with your community by tagging relevant individuals and organizations in your posts. If in doubt about whom to tag, consider tagging the Canadian Paralympic Team's channels (**@cdnparalympics**). This allows us to amplify your content to a wider Canadian audience.
- Participation on social media is voluntary, but your unique perspective is highly valued.
- **You cannot post any videos from the field of play at competition venues.** That means no pre-recorded videos or livestreaming of Paris 2024 competition venues. If you want footage from an event during Paris, share the social media content from CBC/Radio-Canada who are the Canadian broadcast rights holders. This also goes for official stadium announcements.
- Do not share private information about other athletes.
- Limit your filming in common areas, such as the Games village or the Games village dining hall, to avoid showing other athletes, both Canadian athletes and from other nations without their consent.
- Never display your Paris 2024 Paralympics accreditation online.
- While sharing is encouraged, avoid assuming a journalistic role.
- Refrain from using standalone images of Paralympic, Canadian Paralympic Team, and Paris symbols/emblems without clearance.



ATHLETE GUIDELINES FOR POSTING ABOUT PERSONAL SPONSORS

- As part of the Team Members Agreement all athletes are required to comply with the CPC's [Paris 2024 Sponsor Guidelines, available here.](#)
- The CPC relies on its commercial partners to fund the Canadian Paralympic Team's participation in the Games, and it is imperative that we protect the exclusivity of our brand. In order to support our athletes who have personal sponsors, we have developed the Canadian Paralympic Team Paris 2024 Sponsor Guidelines. These guidelines have been developed taking into account the International Paralympic Committee (IPC) guidelines and aim to strike a fair balance within Canada.
- At all times, there are restrictions around how brands can associate with the CPC, the Paralympic Games and the IPC. There are certain additional guidelines in place around a Paralympic Games period. Athletes are permitted to feature in non-Partner sponsor advertising, so long as the advert is clean of all protected characteristics, is in-market by May 30, 2024, and does not imply any connection to your performance. Please refer to the guidelines for further advice around Advertising and how your Personal Sponsor should inform the CPC of planned activity.
- In order to support our athlete's personal sponsorships, the CPC enables athletes to make one thank you post during the Games-time window for up to three personal sponsors. This post must be clean of all Paralympic properties, this includes Team Kit, the post should not convey that you are in the Games environment and should not imply any connection between your performance and your sponsor. Further details can be found in the guidelines. As per the guidelines, your personal sponsor can share your thank you post once but must not add any additional text or images.
- If you have a personal sponsorship with a brand that is also a partner of the Canadian Paralympic Committee, please note that there are different guidelines and permissions available for these partners during the Games period.
- If you have any questions, then please reach out to the CPC Marketing Team at marketing@paralympic.ca.

ATHLETE GUIDELINES IN THE EVENT OF AN ISSUE OR INCIDENT

- This could include an individual incident (e.g. an injury) or a broader incident that impacts more team members (e.g. a security issue) whereby official Canadian Paralympic Team communication may need to take place.
- The plan for each issue or incident will vary based on who it impacts and the public and/or media interest.
- Your media attaché is your primary contact and will form a communications plan with CPC and any other relevant parties, such as yourself (in the event of an individual incident), your NSO, IPC, or Paris 2024.
- Please refrain from posting on your accounts until a plan is determined – information may need to be verified; we don't want to fuel speculation or add to misinformation with inaccurate posts.
- If you are ever unsure of what to do in any scenario, your media attaché is there to support you! You may also reach out to CPC's Communications Team at any time.



REMINDERS FOR POSTING

BEFORE POSTING

- **Remember who you represent:** You represent yourself but also the entire Canadian Paralympic Team. Whatever you post shows that you are endorsing it.
- **Remember who your audience is:** Your content will be seen by a variety of people (children, parents, grandparents, coaches, sponsors, reporters, etc.) and it should be adapted accordingly.
- **Be aware of your emotional state:** You do not want to post information that you will regret. Once you post something on the Internet it can never be erased fully.
- **Be aware of the consequences for an inappropriate post:** You are posting at your own risk. If you do happen to make a mistake, own up to it.
- **Be accurate:** Ensure your post is factual by fact checking what you share.

CONTENT TO POST

- **Use social media to share your own experiences:** Be yourself. Canadians want to hear what YOU have to say! Let's see your personality through your posts and shares. Take fans behind the scenes and take them on this journey with you where you can.
- **Be creative and spontaneous but not too candid:** Refrain from profanity, R-rated subjects, and politically/highly charged issues.
- **Stay respectful:** Do not share content that may be harmful to anyone's reputation.
- **Be educated on the different platforms:** Make sure you understand the purpose of each social media platform and how they relate to the guidelines.

RESPONDING TO NEGATIVE COMMENTS

- **Stay Calm and Respectful:** Always respond to negative comments calmly and professionally. Avoid engaging in arguments or heated exchanges. Provide a thoughtful response or direct them to a private channel where the issue can be resolved.
- **Ignore or Block:** For trolls or clearly abusive comments, it's often best to ignore or block the user. Most platforms have tools to help manage such interactions.
- **Report Abuse:** If the comments are abusive or violate platform policies, report them to the platform's support team.
- **Ask for the CPC Digital Team's Support:** The CPC's Communications Team are there to support you with advice regarding these matters, please know you can escalate issues to the team.

MAINTAINING A PROFESSIONAL YET PERSONAL TONE

- **Be Authentic:** Share genuine experiences and stories but remain professional. Authenticity helps in building a connection with the audience. Use humor appropriately, ensuring it's inclusive and inoffensive.
- **Use Inclusive Language:** Ensure that your language is inclusive and respectful to all communities. Avoid slang or overly casual language that might not translate well across different cultures.
- **Positive Messaging:** Focus on sharing positive and inspiring content related to your experiences and the Paralympics. Share behind-the-scenes content, personal achievements, and team successes to create a personal connection while maintaining professionalism.



DATA PRIVACY AND SECURITY

- **Manage Privacy Settings:** Regularly review and adjust your privacy settings on social media platforms to control who can see your information and posts. The Paris 2024 Paralympics will draw the world's attention to the Games and is an enticing opportunity for scam artists to launch attacks.
- **Platform Security Options:** Enable two-factor authentication (2FA) to add an extra layer of security to your accounts.
- **Location-Sharing Awareness:** Be cautious about sharing your location in real-time. Disable location-sharing features when they are not necessary.
- **Review Permissions:** Regularly check which third-party apps have access to your social media accounts and remove any that are unnecessary.
- **Strong Passwords:** Use strong, unique passwords for each social media account and change them regularly.
- **Be Cautious with Links:** Avoid clicking on suspicious links and be wary of phishing attempts.

ACCESSIBILITY

Make your posts accessible so that all Canadians can enjoy your content! Some tips and tricks to make your messages more accessible:

- Add alt text to images on Instagram, X or descriptive text on Facebook.
- Ensure videos have closed captions. Bilingual captions are ideal.
- Add hashtags and emojis at the end of your posts.
- Clearly indicate the nature of hyperlinks when linking to media using [AUDIO], [PIC], or [VIDEO]

For more information or support, please connect with your media attaché in Paris and/or reach out to Canadian Paralympic Committee's Communications Team at digital@paralympic.ca.

