



## NSO GAMES-TIME SOCIAL MEDIA GUIDELINES

The purpose of these guidelines is to outline the general principles by which National Sport Organizations (NSOs) can celebrate the performance and participation of their athletes/teams, and use or reference the Team Canada/Olympic brand, in social media activations in the lead up to and during the Beijing 2022 Olympic Winter Games.

Please note these guidelines are specific to social media activations. If an NSO is interested in activating on any other medium (e.g. print, digital, TV, etc.) in a way that references the achievements of its Olympic athletes or teams, or otherwise makes use of the Team Canada/Olympic brand, plans must be submitted to COC for prior approval.

Regardless of the medium, such activations cannot create any association between any NSO partners or third parties and Team Canada, the Beijing Games, or the Olympic Movement.

If you have any questions, please contact us at: [branduse@olympic.ca](mailto:branduse@olympic.ca)

### General Principles

- NSOs are welcome and encouraged to reference the performance and participation of their Olympic athletes/teams in an editorial, non-commercial fashion on their social media channels.
- NSOs are encouraged to “share” relevant content originating from COC through their social channels.
- NSOs are welcome to create their own content for their social channels as long as the content is non-commercial in nature and does not mention, reference or tag any NSO partners or other third parties. This content similarly cannot be shared by NSO partners. For the purpose of this content only, NSOs are granted the right to reference Team Canada (e.g. “Team Canada”, “Canadian Olympic Team”), the Beijing 2022 Olympic Winter Games (e.g. “Beijing 2022”), and may use imagery from the Games where such imagery is properly sourced and used in accordance with the COC or IOC Games Imagery terms of use. Please note that certain Olympic brand assets (e.g. the Olympic Rings symbol, the Beijing 2022 Games emblem) cannot be used. If you have questions regarding any specific assets please contact [branduse@olympic.ca](mailto:branduse@olympic.ca).
- Given the fast-paced nature of social media, NSOs are not required to submit social content to COC for prior approval where such content adheres to these guidelines and other relevant COC guidelines.



## Types of Social Content

	What CAN NSOs do?	What CAN'T NSOs do?
<p>COC-Produced Content</p> <ul style="list-style-type: none"> <li>Games content e.g. Medal Moments, Daily Recaps, Event Recaps, Studio Content, etc.</li> <li>Glory from Anywhere brand campaign content</li> <li>Games imagery</li> </ul>	<p>NSOs may “share” content originating from COC channels through their own social channels.</p> <p>NSOs may add copy (editorial, non-commercial) to this content for purposes of contextualizing the content for NSO channels.</p> <p><u>How to Access:</u> Social Content: will be shared with media attaches and/or designated NSO marketing leads via platforms such as GreenFly and Slack.</p> <p>Games Imagery: is available on <a href="#">COC’s digital photo archives</a> subject to the applicable <a href="#">Terms of Use</a>. A designated representative from each NSO should have been granted access to such platform – if not, please contact Josh Su at <a href="mailto:jsu@olympic.ca">jsu@olympic.ca</a>. NSOs also continue to have access to COC-owned Olympic photos as well as a limited number of downloads of CP photos via CP Images.</p>	<p>Mention, tag or otherwise reference or associate any third parties or NSO sponsors with this content.</p> <p>Use Olympic/Games brand elements (e.g. Olympic Rings, Beijing 2022 logo, etc.) in the content they create.</p>
<p>NSO-Produced Content</p> <ul style="list-style-type: none"> <li>Games content</li> </ul>	<p>NSOs can share news, results and other editorial content about the performance or participation of their athletes/teams at the Games on social media.</p> <p>In doing so, NSOs may include textual references to Team Canada (e.g. “Team Canada”, “Canadian Olympic Team”) and the Beijing 2022 Olympic Winter Games (e.g. “Beijing 2022”), as well as use of imagery from the Games where properly sourced.</p>	<p>Mention, tag or otherwise reference or associate any third parties or NSO sponsors with this content.</p> <p>Use Olympic/Games brand elements (e.g. Olympic Rings, Beijing 2022 logo, etc.) in the content they create</p>



Example:

 **ALLOWED**



Example:

 **NOT ALLOWED**

