

IAAF World Championships London 2017

Advertising and Social Media Guidelines for Athletes, Coaches and Officials

Introduction

You, the athletes, coaches and officials 'are' our sport. You make our events and are the best ambassadors for athletics. We know that your activities in the media, online and in social media will be vital in promoting the IAAF World Championships London 2017 ("Championships") and the sport.

We therefore encourage you to engage with the media and with the public via social media. We also know many athletes have personal sponsors who support their endeavours and are vital to their ability to compete. However, to protect the sport and the commercial funding that enables us to put on events, pay prize money and support athletics across the world, we ask you to respect the rules and guidelines set out in this document.

These guidelines cover two related areas:

- commercial activities including unauthorised advertising; and
- use of social media.

Some of the guidelines in this document are mainly relevant to athletes with personal sponsors, but it is important that all participants read and understand the rules and principles set out below.

The IAAF rules on advertising at the Championships

As a reminder, the IAAF Regulations Governing Advertising and Promotional Displays at Competitions held under IAAF Rules (the "Advertising Regulations") will govern the control of commercial activities at the Championships. All athletes, coaches and officials participating in the Championships are bound by the Advertising Regulations, which:

- prohibit unauthorised advertising in the stadium and on the marathon and road race courses; and
- Strictly regulate the size and nature of branding and logos that can appear on kit during the Championships.

By way of example, at the Championships you must not:

- X** promote or display any branding, eg by unfurling a banner
- X** promote a brand through the use of body paint, tattoos, jewellery, hair dying/shaving or similar
- X** carry or use any identifiable products for the purpose of promoting that product or a brand which it bears
- X** wear any kit other than official kit which has been authorised by the IAAF and which adheres to the Advertising Regulations (it is also prohibited to unveil any unauthorised branded kit which you may be wearing under official kit or be passed anything from the stands)

We remind you that Competition Rule 144.3 (b) prohibits possession or use of video recorders, radios, CD, radio transmitters, mobile phone, headphones or similar devices in the competition area.



The Advertising Regulations apply throughout the Championships in all official areas, including during all competitions, laps of honour, medal ceremonies, opening and closing ceremonies, mixed zone interviews and official press conferences, as well as while you are in the stands with your team and in official warm-up/cool down zones.

Personal Sponsors

We understand that athletes need to promote their personal sponsors, and outside the context of the Championships, we have no objection to this.

However, in addition to respecting the Advertising Regulations, we ask you to ensure that you do not promote your sponsors or other businesses in connection with the Championships. We also ask you to ensure that your sponsors do not seek to present themselves as sponsors of the Championships, or infringe our intellectual property rights.

The sections below will help you and your sponsors understand the rights we rely on to prevent this type of activity. We must enforce these rights to preserve the exclusive rights of our sponsors, broadcasters and other commercial partners who help fund the Championships.

Note that if you are sponsored by a brand which is also an official sponsor of the Championships, the prohibitions on commercial activities set out below will be relaxed for them and we will work with you and the sponsor in relation to their advertising.

Our Protected Marks

The following words, images and marks are protected through a variety of legal means, including as registered or unregistered trade marks, copyright works and/or unfair competition laws, such as the law of passing off in England:



Non-commercial, personal use of these marks in an editorial manner, for example within a personal social media account is unlikely to be problematic. However they should not be used in a way which suggests you are an official media platform or outlet for the IAAF or the Championships though. Nor should they be used as your avatar or profile picture in digital media.

Similarly, the above marks must **not** be used for any commercial purposes, including in commercial communications such as advertisements, on websites, in social media and in promotional or PR activities. We would ask you to ensure that your personal sponsors do not use any of the marks in any way either.

Examples:

- use of an image you have taken of you with the Championship mascot, Hero the Hedgehog, on your non-commercial blog



- the use by an athlete's sponsor of an image of an athlete with the Championship mascot, in their advertising
- use of an image of you next to a banner which shows the Championship logo posted on your social media
- use of a picture of you and your medal on your home club's non-commercial website for editorial purposes

Remember that the use of the names, images and logos of national teams and other athletes competing at the Championships will also be protected. As a general rule, these should not be used for promotional purposes without their consent.

Use of Images and video footage

The IAAF and its official broadcasters and photography agencies control the official images and broadcast video footage taken at the Championships. We also control the footage and imagery from historic IAAF events. These are protected by copyright and cannot be used other than under licence.

You can take photos and videos while at the Championships for personal and non-commercial use, subject to the guidelines on social media below and also subject to them not being manipulated or edited in any way. However, images and footage may not be used by you or your personal sponsors for commercial purposes.

Examples:

- use of images you've taken at the Championships in a presentation you give to local students when you return home
- using video footage you take at the Championships for private, performance analysis purposes
- the unlicensed use of footage from the Championships or any previous IAAF World Championships on your personal, promotional website
- the use of a photo you take at the Championships of the start of the men's 100m final to promote a personal sponsor

Social media

We encourage you to use social media and to promote your participation in the Championships. However this must be done responsibly, and with respect to other participants. All of the rules mentioned above also apply to social media, as they do for other traditional media.

The IAAF will be posting from the following official IAAF handles and using the following official hashtag for the IAAF World Championships London 2017:

Twitter: [@iaaforg](https://twitter.com/iaaforg) Instagram: [iaaf_athletics](https://www.instagram.com/iaaf_athletics) Hashtag: [#IAAFWorlds](https://twitter.com/iaaforg)

Facebook: [facebook.com/WorldAthleticsClub](https://www.facebook.com/WorldAthleticsClub) YouTube: [youtube.com/iaafathletics](https://www.youtube.com/iaafathletics)

Please be thoughtful when using social media. Remember you are in the spotlight and once a message is posted, it cannot be retracted. Please also do not use social media at times which are inappropriate or in a way which interferes with athletes' performance or preparations. For example



taking and posting images from the field of play will not be permitted. Officials should not use social media while on duty.

Written accounts of your experience at the Championships, for example a daily tweet or diary post on facebook, are permitted. Please be conscientious when commenting on other participants or their performances.

Still images you take while at the Championships can be posted on social media for non-commercial purposes provided these are not taken in areas which should be considered private, such as private accommodation, changing areas, call rooms, medical treatment areas, and in doping control. If your image includes other people, consider whether you should get their consent before posting the image.

Moving images and video which you or other participants take at the Championships and which may or may not include footage of a competition may **not** be posted on social media. However, you should feel free to use the 'like', 're-post' and 'comment' functions (or similar) for clips of the Championships which we or the organising committee or official broadcasters have posted on social media.

You will be responsible for anything you post and for compliance with the law. For example, intellectual property rights, confidentiality, an individual's rights of privacy, and defamation; all apply to social media as they do elsewhere.

Any use of social media which refers to the Championships must not be used for commercial purposes. For example you must not mention your personal sponsors in posts about the Championships.

Examples:

- post text and images about your experience at the Championships on social media (subject to the guidelines above and for non-commercial purposes only)
- re-post and comment on images and clips of the Championships which we or official broadcasters have posted on social media
- posting a message naming your personal sponsor(s) which includes a reference to your performance at the Championships and an image of you in the Stadium
- posting a generic message at the end of the Championships which thanks your sponsors but which doesn't refer to the Championships in any way (for example by referring to your performances at, or an image of you during, the Championships)
- taking an image of you using a sponsor's product while in warm-up at the Championships and posting this on social media.

Thank you for taking the time to read these guidelines. We appreciate your support in respecting them.