

INTERNATIONAL WEIGHTLIFTING FEDERATION

IWFF

GUIDELINES



IWFF

**SOCIAL MEDIA
AGENT**

IWF Social Media Agent Guidelines

1.1. Scope of duty

For IWF Events, the IWF appoints the Social Media Agent to be accredited by the OC to fulfill international media commitments.

The following Events can be required to be covered by the IWF Social Media Agent:

- Junior World Championships
- Youth World Championships
- Senior World Championships
- Youth Olympic Games
- Olympic Games

And any other Event upon request

1.2. What input does the IWF want?

The feeds provided are used in publications, articles on IWF.net, Facebook, Twitter, Instagram, World Weightlifting and distributed to the international media for their use in articles, so the texts need to be reactive, dynamic and of high quality.

Athletes to put in light: the social media agent is to constantly follow the competition and make mention of interesting moments, such as when there has been a big upset, a really exciting match with a lot of emotion, or joyful moments with coaches. Think of the lifts / moments that are most likely going to be written about and broadcasted. These are the ones that it is essential to have feeds from. Short quotes from top athletes and information related to their personal interest can be a plus.

Throughout the event, try and catch impressions by interviews from as many athletes as possible.

Additional inputs: the IWF also needs feeds on Press conferences, Opening and Closing Ceremonies, VIPs present, Medal Ceremonies etc.

Protocol events: Upon request, the IWF might need feeds of Meetings, Congress, Verification, receptions and Education Seminar etc.

Creative inputs: Try to produce different types of stories or feeds, from different topics of types of interest: use different approaches to a subject, to the Sport, anything that will grab people's attention, without being offensive in any way. No text conveying discrimination based on gender, race, religion, politics or any other criteria is acceptable.

1.3. How to upload texts?

Texts need to be uploaded to the IWF website IWF.net, the IWF Facebook Page, Twitter, Instagram and to the IWF Flickr.

All texts need to be uploaded to the official accounts.

1.4. What are the deadlines?

Texts need to be uploaded to the IWF accounts immediately after each New Record, Victory Ceremony and as a continuous flow during the whole duration of the Event.

Some texts can be uploaded to the IWF website, Facebook, Twitter, Instagram and Flickr immediately right after being processed.

1.5. What to wear?

Representing the IWF, the official IWF Social Media Agent needs to be dressed accordingly. Casual-smart dress code shall be adopted or specified dress code for some events (no flip-flops, no shorts).

1.6. How to behave?

Representing the IWF, the official IWF Social Media Agent shouldn't disturb the activity of athletes, Officials, Organizing Committee, VIPs and Broadcasting etc.

As IWF Press Commission Member, your daily work is coordinated by the IWF Media Officer.

The participation to the daily meetings (twice a day unless otherwise specified) where your daily tasks are being defined is obligatory.

Postings, blogs and tweets should at all-time conform to the IWF expectations, be dignified and in good taste, and should not be discriminatory, offensive, hateful, defamatory or otherwise illegal and should not contain vulgar or obscene words or images.

No restriction is made on producing content for other websites, blogs, however the IWF shall remain the primary source of information and shall be the first sharing the information and content collected during the Event. The content produced is the property of the IWF. The content shared in the name of the IWF shall be retweeted - its duplication is not permitted.

1.7. Liability

When Participants and Other Accredited Persons choose to go public with any comments, opinions and any other material in any way, including on a posting, photo, blog or tweet on any social media platforms or on any websites, they are solely responsible for the consequences of their action. They must ensure that when doing so they comply with applicable laws and that they have obtained all necessary permissions from any third parties whose image or property is used in their posting, blog or tweet. Participants and Other Accredited Persons can be held personally liable for any commentary and/or material deemed to be obscene, offensive, defamatory or otherwise illegal, or infringing on any third party's rights. They should neither intrude upon the privacy of Participants and Other Accredited Persons and entities at the IWF Event without the consent of such participants, persons and entities, nor interfere with the competitions or the ceremonies of the IWF Event or with the role and responsibilities of the IWF or other entities that are part of the organization.

The accreditation of any person accredited at an IWF Event can be withdrawn without notice for purposes of ensuring compliance with these Guidelines.

The IWF shall be the final authority with respect to the interpretation and implementation of these Guidelines.

1.8. IWF Media Officer

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The IWF appreciates your help, as your input greatly assists the promotion of Weightlifting globally.