



# Media and social media policy



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## 1 INTRODUCTION

Media and social media create excellent opportunities to promote air sports and FAI, but their use also generates responsibilities and risks.

The purpose of this social media and media policy is to provide guidelines and rules for the responsible use of social media channels and websites, and other tools and services on the internet, when such use is linked with FAI.

It supplements other FAI policies and standards, including the FAI Code of Ethics ([www.fai.org/documents](http://www.fai.org/documents) > Other documents).

FAI bodies, for example Commissions, must communicate these guidelines to all FAI participants and third parties linked to them.

Email [communication@fai.org](mailto:communication@fai.org) if you have any questions or comments about this policy. You can also use this email address if you see something in the media or social media related to FAI that is contrary to this policy or other FAI policies and standards.

## 2 SCOPE OF THIS POLICY

As an FAI Participant (elected official, delegate to Commissions, staff member, judge, jury member, or in any other capacity) or a third party acting on FAI's behalf such as an employee of an agency, you are expected to adhere to this policy in the following areas:

- On a website (FAI website; on any media managed by an FAI body)
- In social media, including but not limited to Twitter, LinkedIn, Instagram, Facebook, YouTube, Flickr
- On any other official or personal website, blogs, wikis or any other tool or service that facilitates interactions over the internet

You should assume that everything you do on the internet, whether on an FAI media or personal account, could be viewed by another FAI Participant, a supplier, a partner, a sponsor or a potential sponsor, or any member of the public.

Your activities on media and social media reflect on FAI and can impact FAI and/or the FAI community, and FAI Participants will not be exempt from this policy because of something posted on a personal account.

Any activity which breaches this Policy will be reviewed by the FAI Executive Board. Action may be taken in accordance with FAI Enforcement Procedures (Constitution Chapter 2.9), in the same way it is taken to enforce Statutes, By-Laws and the Sporting Code ([www.fai.org/documents](http://www.fai.org/documents)).

## 3 BE RESPECTFUL

Remember that whether you are part of a Commission or another official body, you are an FAI Participant, therefore what you post reflects on yourself and FAI as a whole.

In compliance with the FAI Code of Ethics, your duty is to act respectfully online, and to uphold the good name of the FAI and air sports. You should refrain from harassing or inflicting any form of physical or mental injury on other members of the community, or posting content that could be perceived as harassing, threatening, retaliatory or discriminatory.

When posting content, whether on a personal account or an FAI media, always act for the greater good of FAI, FAI Participants and air sports. Make sure to use a tone and turn of phrase that are respectful for others and FAI. *What you say matters as much as how you say it.*

If you find yourself in a disagreement on social media of other channels, as an FAI Participant you are obliged to use a respectful tone or disengage and let the post stand (see annex "Response Flow Chart" below).

## 4 PROTECT CONFIDENTIALITY

Do not post sensitive or confidential information about FAI.

Do not share personal information about an FAI Participant or any member of the public without their permission, in accordance with the FAI Privacy Statement [www.fai.org/privacy-statement](http://www.fai.org/privacy-statement) and the General Data Protection Regulation (GDPR).

## 5 BE TRANSPARENT

When you talk about FAI on any media or social media that are not FAI channels, disclose in which capacity you are communicating and whether you have an authority or not on this matter.

## 6 COMPLY WITH THE LAW AND THE FAI CODE OF ETHICS

You may be legally responsible for the content you post. Be mindful of what you say and respect brands, trademarks, and copyrights. Do not post images or other content without the consent of those who own the media, and credit copyright owners.

Follow terms and conditions for media and social media you are using.

Ensure you are familiar with the FAI Code of Ethics.

Keep in mind that your activities can create potential legal liability for FAI.

## 7 BE RESPONSIBLE

Only post content you are comfortable with and ensure it is appropriate before posting it. Any content, even deleted, can be traced back to you and shared with others.

Remember that FAI is a signatory of the Olympic Charter, which states that “Recognising that sport occurs within the framework of society, sports organisations within the Olympic Movement shall apply political neutrality”.

Make sure your activities are not harassing, threatening, retaliatory or discriminatory and cannot be perceived as such.

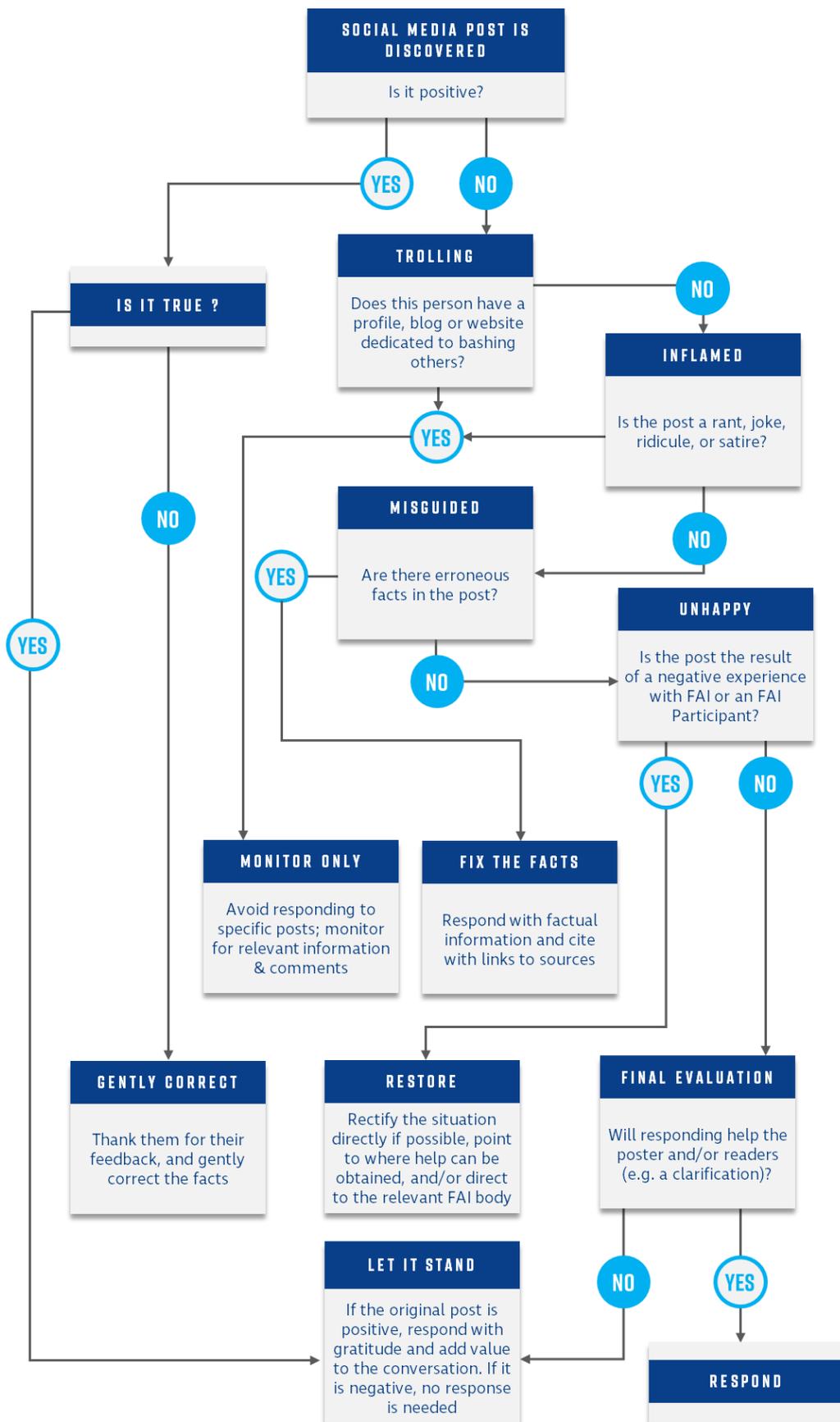
## 8 OWNERSHIP & NEW ACCOUNTS

If you participate in online activities as part of your function at FAI, on an account or media created for that purpose, that account or media is considered as property of FAI and remains so if you leave the organisation. You are prohibited from trying to change the password, the account or website name, or creating a similar sounding account. Any materials created for or posted on the account will remain FAI property.

You must inform the FAI Secretariat ([communication@fai.org](mailto:communication@fai.org)) beforehand if you wish to create a new official social media account, website, or any other tool or service on the internet.

FAI bodies are responsible for providing the FAI Secretariat with a list of their official accounts, website, tools and services and their related information.

## ADDENDUM – RESPONSE FLOW CHART





*Adapted from the "Social media response flow chart" by Bplans.com*



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