

IIHF Social Media Policy

This Social Media Policy will outline the rules and use of social media platforms (a) in IIHF Competitions for all “Accredited Persons” (excluding participating teams), including but not limited to, IIHF staff; IIHF appointed representatives; IIHF officials (on-ice officials and officiating coaches); OC staff and volunteers; and IIHF accredited journalists, written press and photographers as it relates to their personal accounts during a respective IIHF Competition and (b) out-of-competition for IIHF staff, IIHF appointed representatives, IIHF Council members and IIHF committee members (“IIHF Representatives”). **The IIHF actively encourages and supports Accredited Persons and IIHF Representatives at IIHF Competitions and events to take part in social media and to post, blog and tweet about their experiences.** However, to help avoid any problems or misunderstandings all social media activity must fully comply with this Social Media Policy.

1 Social Media

1.1 Social Media is online communication, which includes, but is not limited to the following platforms:

- (a) Facebook;
- (b) X (Twitter);
- (c) Instagram;
- (d) Blogs;
- (e) Pinterest;
- (f) Flickr;
- (g) VK;
- (h) LinkedIn;
- (i) Twitch;
- (j) YouTube;
- (k) Threads;
- (l) TikTok;
- (m) WeChat, Baidu, Kuaishou, Weibo and Doyin

1.2 The IIHF will view comments/post made on the aforementioned social media platforms as public information. When Accredited Persons (in-competition) or IIHF Representatives (out-of-competition) choose to go public with any comments, opinions or other content posted on social and digital media, they are solely responsible for the consequences of their action. Accredited Persons (in-competition) and IIHF Representatives (out-of-competition) may suffer legal or disciplinary sanctions or other negative consequences for any posting deemed to be inappropriate, illegal or infringing on any other person’s rights. This also applies where Accredited Persons (in-competition) and IIHF Representatives (out-of-competition) authorize another person or organization to manage their social media accounts or to express opinions on their behalf.



2 General

- 2.1 When allowed in accordance with this Social Media Policy all postings, blogs and tweets must be in a first-person, diary-type format. All persons covered under this Policy must not assume the role of a journalist, reporter or any other media capacity (unless specifically authorized to do so in accordance with the IIHF accreditation), or disclose any information which is confidential or private in relation to any other person or the IIHF.
- 2.2 When allowed in accordance with this Social Media Policy, all still images and audio/video content posted on social media platforms taken within and around Competition Venues (arena(s) and Competition hotel(s)) or IIHF events can only be posted for personal use. It is not permitted to commercialize, sell or otherwise distribute these still images and audio/video content.
- 2.3 All social media activity related to IIHF Competitions should not be used to create or imply any association between the IIHF and a third party (or its products and services), unless the Accredited Person has obtained the prior written approval of the IIHF.
- 2.4 Postings made by an Accredited Person (in-competition) or IIHF Representative (out-of-competition) must comply with this Policy and conform to applicable laws and the IIHF values of Integrity, Respect, Passion and Community. Postings must not be made for the purpose of demonstration or any form of political, religious or racial propaganda. They must be dignified and not be discriminatory, offensive, hateful, or defamatory. All Accredited Persons (in-competition) and IIHF Representatives (out-of-competition) must comply with the IIHF Integrity Book when making posts on digital or social media.
- 2.5 At no time may an Accredited Person (in-competition) or an IIHF Representative (out-of-competition) use the IIHF logo or the official event logo on social media platforms without prior permission and approval from the IIHF.

3 In-Competitions Rules

- 3.1 For purposes of this Policy, in-competition shall mean 72 hours before the IIHF Competition begins until 24 hours after the IIHF Competition concludes for all Accredited Persons to the respective IIHF Competition.
- 3.2 Still Images; Accredited Persons (unless indicated otherwise in this Policy) are allowed to capture, with non-professional equipment and in accordance with this Policy, still images of an



ice hockey game(s) or other activities which occur at the IIHF Competition and to share such still images on social and digital media for personal, non-commercial and non-promotional purposes.

- 3.3 Audio/video; Accredited Persons (unless indicated otherwise in this Policy) are allowed to capture, with non-professional equipment and in accordance with this Policy, audio/video content not exceeding 60 seconds of activities outside the field of play and all team relevant areas within the Competition Venues and to share such audio/video content on social and digital media for non-commercial and non-promotional purposes (for avoidance of doubt, capturing audio/video content in the field of play is strictly prohibited).
- 3.4 Accredited Person should never post controversial posts, still images or audio/video content related to the IIHF Competition or use profanity or words/terms that could be interpreted as racist, sexist or prejudice as such may reflect negatively on the IIHF.
- 3.5 Accredited Person should not make disparaging or negative remarks about the respective IIHF Competition and/or its competitors, officials, volunteers, event organizers or IIHF staff/appointed representatives.
- 3.6 Accredited Persons should never post still images or audio/video content or make comments about an accident and/or injury which occurs during the course of an ice hockey game in an IIHF Competition, or which may violate a security measure for the safe conduct of the IIHF Competition.
- 3.7 When using social media, Accredited Person should never discuss IIHF Confidential Information of which the Accredited person realizes through the Accredited Person's role with the IIHF. For purposes of this rule, "IIHF Confidential Information" within the context of an IIHF Competition includes, but is not limited to, information about teams, schedules, lineups, rosters, injuries, coaching decisions, or security details.
- 3.8 **Game Officials:** during the in-competition period of an IIHF Competition, IIHF game officials are prohibited from posting or sharing in all social media platforms.

4 Out-of-Competition for IIHF Representatives

- 4.1 For purposes of this Policy, out-of-competition shall mean all other time not specifically included in Rule 3.1 for in-competition.

- 4.2 IIHF Representative should never post controversial posts and/or still images related to the IIHF or an IIHF event as such may reflect negatively on the IIHF.
- 4.3 When using social media, IIHF Representatives should never discuss IIHF Confidential Information which is generally not known to the public and which is realized through the IIHF Representatives' role with the IIHF.
- 4.4 While using digital or social media, if an IIHF Representative refers to the IIHF in general or in particular, or refers to any other topic that might reflect upon the IIHF while not acting in an official IIHF capacity, such person should include a disclaimer indicating that the views expressed are personal and do not necessarily reflect the views of the IIHF.
- 4.5 As someone might identify and/or associate a respective IIHF Representatives with the IIHF even if such person includes a disclaimer in his posts, tweets or comments, if someone is engaging an IIHF Representative negatively with respect to the IIHF, such person should unfollow, block or report this person.

5. Infringements

All infringements of this Policy shall be managed in accordance with the Compliance Chapter for Participants in the relevant IIHF Event Code. For clarity, an Accredited Person and IIHF Representative may be requested to remove any infringing content and, depending on the circumstance during an IIHF Competition, have their accreditation withdrawn. Further, for more serious violations, the IIHF may take further measures including legal action.

*last updated on 29.07.2025