SOCIAL MEDIA
HINTS & TIPS

Introduction
The World Curling Federation encourages athletes, officials, media, fans, volunteers and anyone else involved in the sport of curling to share their experiences of our sport.

Rules
Posts relating to race, faith, disability, sexual orientation or which are interpreted as inappropriate comments directed towards officials, athletes or coaches, risk punishment and possible exclusion from WCF events and competitions.

All individuals are responsible for content posted on their social media accounts regardless if other people run them. Copying and sharing posts and re-tweeting inappropriate content also incurs such penalties.

Hints & Tips
Be aware that all conversations within social media networks should always be considered public rather than private. Anything you say will not only reflect on you, but also on the sport of curling, your Member Association (or country) and the World Curling Federation.

Sharing your experiences

DO	DON'T
Be respectful towards others	Share confidential information
Be topical - link to key subjects / words related to curling	Use vulgar language
Post regularly	Post offensive or explicit material (see Rules)
Be interactive - Respond quickly to comments, questions, tag people in photos	Post if in doubt
Share content – facts & figures, multimedia content, other users interesting posts	Infringe on copyrights or trademarks
Use multimedia content – photos, videos	Promote particular political organisations or viewpoints
Respect the photograph copyright restrictions (as mentioned below)	Allow others to set up fake accounts in your name
Contact your Member Association / WCF if in any doubt	
Think before you post	
Use hashtags to link to a topic. Always use #curling. Look out for event specific hashtags.	
Interlink all social media accounts – and cross promote them (e.g post: check out my twitter account [on your Facebook page].)	
Promote yourself and your social media accounts	
Update on the go – download the latest smartphone and tablet apps to let you do so	

Photographs
Athletes and / other accredited persons can use social media platforms to post photographs taken at WCF events.

Permission from the copyright owner must be obtained before posting their photograph. To obtain permission from official WCF event photographers, contact photo@worldcurling.org