

FIS Social Media Briefing Document

Social Media are becoming an ever important means of communicating the goals and aims of an International Sports Federation, by creating a community of interested parties and fans who are able to share experiences and ideas. The personal element of social media is both its attraction and its principal danger. Providing details of one's own activities and expressing opinions face-to-face to close friends involves a physical restriction on the audience, but going through social media makes ideas and opinions available to the whole world. Furthermore, once an information or opinion is published it is there forever.

FIS, just as many National Ski Associations, has prepared guidelines for its staff regarding the use of Social Media. The influence of national culture and legislation will result in many differences from country to country but a certain number of basic do's and don'ts are applicable for all those wishing to use Social Media.

Some facts:

- Facebook has more than 1 billion users – half of which access via mobiles
- Twitter has 165 million users – half of which access via mobiles
- 1 million Twitter accounts are created daily – 250 per second
- 50 million tweets are created each day
- 1 million new blogs come online every month – one every two seconds
- A new LinkedIn profile is created every second
- LinkedIn has 259 million users in over 200 countries
- Every minute 72 hours of footage is uploaded to YouTube
- YouTube is the second most used search engine on the internet
- Social media posts are a key driver for encouraging television viewers and event activation and engagement

VALUABLE TIPS REGARDING THE USE OF SOCIAL MEDIA

DO

- Promote the FIS disciplines
- Show your personality - imagine you are chatting to an audience and make it fun, informal and interesting
- Remember everyone can see you before you write, so think before you post
- Be informative as you are selling the sport, so share good news and hot topics
- Encourage interaction and answer questions that have been posed, promote dialogue, share content, use @ mentions and #tags
- Include links to ski related websites and personalities in your posts
- Engage with the community and share experiences
- Be careful and respectful toward others
- Post regularly and consistently to keep your audience engaged and coming back for more
- Make sure that any links you give will send users to appropriate and suitable content
- Be honest, tell the truth and correct any mistakes you make as quickly as possible

- Post photos and updates about attending events and remind users to watch the LIVE broadcasts where available

AVOID TO

- Comment on any legal matter
- Share confidential information
- Use inappropriate language
- Comment on any activity outside your area of competence
- Comment on the performance or decisions of athletes or officials
- Talk negatively and gossip about companies, brands, sports, competitions or athletes
- Post in the heat of the moment, while under the influence or in any highly emotional situation
- React if you see or receive negative messages, but seek advice from a communication's professional
- Use jargon all words that are difficult to understand
- Forget about spelling, grammar and language
- Link or use any unsuitable content
- Publish any of your own photos without obtaining the permission of the people in the photo
- If using other people's photos do not publish without the photographer's permission. Remember that when in public you are also open to being photographed and images of you may appear online. Act accordingly.

The legal implications of posting inappropriate material or using the content on which there is a Copyright can be very serious and damaging, so the important message is to use Social Media with care, forethought and without emotion and always consider the possible consequences before deciding to post on social media.

If at any time there is a doubt then refrain from commenting or posting information.

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