



FAI Media and Social Media Policy



2024 Edition

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TABLE OF CONTENTS

1	INTRODUCTION	3
2	SCOPE OF THIS POLICY	3
3	BE RESPECTFUL	3
4	PROTECT CONFIDENTIALITY	4
5	BE TRANSPARENT	4
6	COMPLY WITH THE LAW AND THE FAI CODE OF ETHICS	4
7	BE RESPONSIBLE	4
8	ADVERTISING	4
9	OWNERSHIP	4
10	ACCOUNTS	5
	ADDENDUM – RESPONSE FLOW CHART	5

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 > 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 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

For the purpose of this policy, an FAI Participant is an event official; an individual contributing to Commission activities as an elected office holder, a delegate or an expert; a judge; a jury member; a Secretariat staff member; a third party acting on the FAI's behalf such as an employee of an agency.

FAI participants 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).

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 or other channels, as an FAI Participant you are obliged to use a respectful tone or disengage and let the post stand (see Addendum “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 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, accurate and sourced. 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 ADVERTISING

Do not use FAI media for commercial advertising unless it is permitted under an existing agreement.

Do not use FAI’s name or any of its trademarks, logos and any brand features to the advertisement and/or endorsement of commercial enterprises or products unless it is permitted under an existing agreement.

Refer to the “Rules on Advertising For FAI Air Sport Events” www.fai.org/documents > Branding for advertisement displays on electronic media platforms (3.7).

9 OWNERSHIP

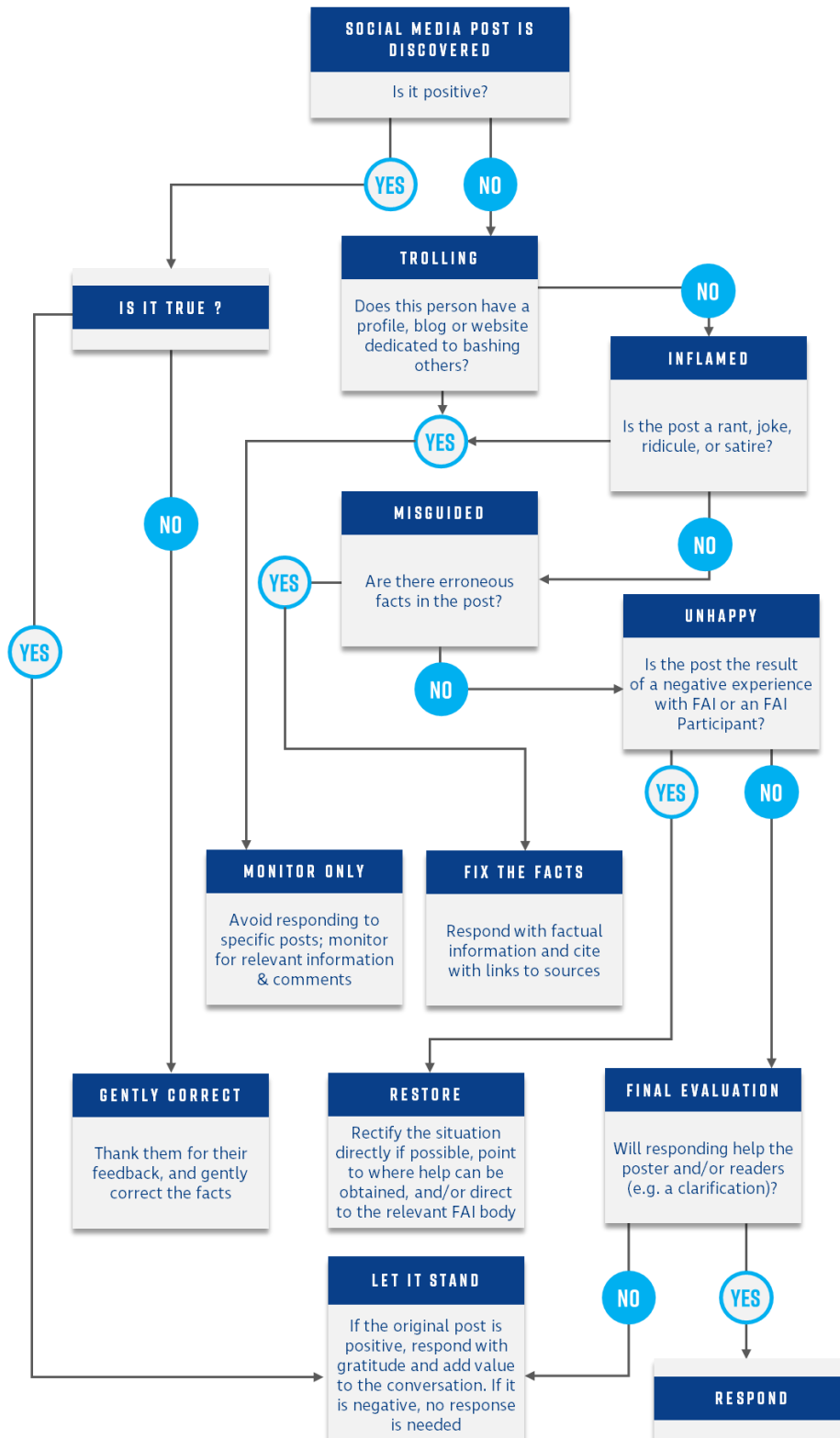
If you participate in online activities as part of your function at FAI, on an account or media created for that purpose, that account or media is considered as property of FAI and remains so if you leave the organisation. You are prohibited from trying to change the password, the account or website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

10 ACCOUNTS

You must inform the FAI Secretariat (communication@fai.org) beforehand if you wish to create a new official social media account, website, or any other official 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



BE RESPECTFUL

Always respond with gratitude, gentleness, and respect whether or not the individual responds in kind.

BE TRANSPARENT

Disclose your connection to the FAI.

JUST THE FACTS

Stick to the facts and cite your sources by including links to reference material.

TONE

Respond in a tone that reflects the mission and values of FAI.
What you say matters as much as how you say it.

TIMELINESS

Respond in a timely manner, but take time to formulate a careful response & ask for advice if needed.

CONFIDENTIALITY

Don't share private, confidential, sensitive information about someone else or FAI without permission.



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