



SINGAPORE
ICE SKATING
ASSOCIATION

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MEDIA POLICY

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1. Introduction

- 1.1. The objective of the Singapore Ice Skating Association (SISA) Media Policy is to provide guidance for SISA Team Members and personnel (coaches, employees, Board Members, parents, volunteers and contractors) in the effective, positive and productive use of media channels, including social media, to promote and grow Figure Skating and Short Track Speed Skating, enhancing positive profile of both the athletes and SISA.
- 1.2. The following definitions apply throughout this policy:

SISA	Singapore Ice Skating Association
ISU	International Skating Union
SISA Squad Members	Athletes that are a member of the <ul style="list-style-type: none"> - Figure Skating International Squad - Figure Skating Development Squad - Short Track National Squad - Short Track Development Squad

2. Application

All SISA Squad Members and personnel are bound by this policy.

3. Policy Statement

SISA promotes positive media interaction for all persons bound by this Policy. SISA encourages the appropriate use of all media platforms including:

- 3.1. **Media interaction (print, radio, television)** is a fundamental way to engage with fans, communicate with the general public and promote Singaporean winter sport activities, individual athletes, partners and sponsors.
- 3.2. **Social media** is a broad, instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

4. Rules for Media and Public Interaction

SISA Squad Members and personnel must:

- 4.1. **Seek SISA's approval** prior to appearing in or responding to any media or public appearance requests, including but not limited to sports features, lifestyle programmes, events or exhibitions. Parents of Team Members under 18 who are responding to questions on their child or on behalf of their child must likewise seek SISA's prior approval.
 - a. Except for Mixed Zone interviews at Major Games and ISU Events; where basic obligation is needed. Interviews are required to be accepted on the spot. At such situations, clause 4.3, 4.4, 4.9, 4.10, 4.11 and 4.12 prevail.
- 4.2. **Direct any requests** for contact, interviews or appearances relating to ice skating with the media, sponsors or other organizations to SISA.
- 4.3. **Only speak**, comment, post, tweet or 'retweet' about themselves and their own performances or the performances of any other team-mate, SISA or a rival in a **positive manner**:
 - a. Be respectful, professional and courteous
 - b. Provide insight, expertise and relevant comment
 - c. Communicate ethically and morally
 - d. Add value to the Singaporean Winter Sport community
- 4.4. **Not comment negatively**, disparage or criticise any athlete, athlete performance or personnel associated with the SISA Team or any SISA programs, sponsors or stakeholders or representatives of other countries, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, or SISA, including its sponsors and stakeholders or any other third party.
- 4.5. **Be aware that the President, Board Members, Director or nominated delegate, is the official organisation spokespersons** and therefore the only person permitted to speak on behalf of, or about the SISA programs or Team without prior written approval from SISA.
- 4.6. **Be responsible to attend media conferences or interviews** coordinated and / or approved by the President, Director or appointed delegate.
- 4.7. **When posting on social media or giving any interview that includes a visual element, wear items of uniform** as directed by SISA.
- 4.8. **Be aware of their responsibility when involved in an interview or press conference for performance**, community or commercial reasons, to read any briefing notes provided to ensure information shared publicly is factually correct.
- 4.9. **Not disclose any confidential information** associated with SISA or any SISA Sport Program, sponsor or stakeholder.

- 4.10. **Recognise that comment is not easy to erase** once made public and that comment can be recorded and kept indefinitely (even if erased from the social media site).
- 4.11. **Are at liberty to accept or decline to be interviewed** by the media, but are reminded of the importance of sharing the journey and connecting with those who invest in, interested and believe in the sport.
- 4.12. Should you require to decline any media requests, **conduct it politely and take note of your body language and facial expressions. Do take note of the reporter's name and company if possible.**

5. Guidelines for Social Media

Social Media

Positive, relevant and meaningful communications and boosting the coverage of winter sports is central to expanding the profile and brand of SISA, the SISA International and Development Squad athletes and the SISA partners and sponsors. Please find below guidelines for social media usage and interaction:

- 5.1. **Follow SISA on:**
 - Facebook: <https://www.facebook.com/SGIceSkatingOfficial/>
 - Twitter: <https://twitter.com/SISAOfficial>
 - Instagram: https://www.instagram.com/sisa_officialpage/
- 5.2. **Tag SISA** – use the following tags and hashtags when posting (content, photos, videos, updates) relevant to SISA:
 - #FigureSkatingSG, #ShortTrackSG, #OneTeamSG
- 5.3. **Athlete Posts** - where relevant, acknowledge, tag and interact with SISA, its partners and sponsors. If unsure on the suitability of content or appropriate social media platform to post, please contact SISA Administrator (administration@sisa.org.sg) for guidance.

6. General

6.1. Intellectual Property

- a. I acknowledge that the SISA logo, trademarks, events, initiatives, programmes, policies, documents, etc and all rights in, attaching to or relating to constitute Intellectual Property owned by SISA. I will not use such Intellectual Property except where permitted by SISA.
- b. I will not use the trademarks/logo of SISA or any Private or Commercial Sponsors in conjunction with any personal commercial arrangements without the prior written approval of SISA.