



## Social Media Guidelines for Organizing Committees of IIHF Events

This document includes guidelines on what Local Organizing Committees (LOC) of IIHF events should publish on their tournament social media channels.

*Note: All social media channels developed by the LOC for an IIHF tournament should be approved by the IIHF.*

### **Suggested content (order of priority):**

1. News, photos and videos developed by LOC of the IIHF event you are hosting including ticket info, content related to the creation of the event, arenas, and promotional materials.
2. Social media promotional campaigns (approved by IIHF).
3. News, photos and videos from the IIHF.
4. Tourism material from your country/region/cities that may be interesting in connection with the event.
5. News and features related to participants, potential players and coaches of your event.
6. Interesting material from past IIHF events in your country (i.e. fan photos, historic photos).
7. Major hockey news from your country that may be interesting for the international audience.
8. Other international hockey news (third party news outlets should not be posted regularly).

### **Notes:**

- Important to maintain a consistent level of quality in posts (high resolution photos and videos, properly written English-language content).
- Make sure that the OC, the IIHF, the host country member national association, sponsors, commercial partners and participating teams can be associated with the content you are publishing. Posts should be neutral in tone and should not criticize any of the stakeholders mentioned above.
- Any content taken from third parties should be checked with the rights holder if possible.
- For sharing, retweeting or linking outside content it is not necessary to ask the rights holder for permission.
- Do not post/share/retweet/link material that is inappropriate for an official IIHF channel (ex: nudity, coarse language, drug/alcohol use, etc).
- As the organizing committee, while the focus should be on promoting the host nation it is important to maintain balance in other posts by featuring content from all participating countries.
- Please use courtesy when interacting with fans in comments and messages. Any inappropriate content posted by fans on Facebook should be hidden or deleted.
- Do not publish information to be released through press releases, press conferences or the website before the official release. News releases should be coordinated with IIHF Communications.
- In channels posted in your local language please provide an English translation.



## Social Media Guidelines for Organizing Committees of IIHF Events

The IIHF encourages the LOC to work together with the IIHF to promote their tournament. The primary reason for the LOC to create their own social media channels should be for the purpose of selling tickets and promoting the event. For this purpose the LOC should have established and approved social media channels in place preferably prior to the start of ticket sales.

For tournament promotion the LOC is encouraged to share promotional material on the IIHF social media channels. The IIHF has a built in network of fans for the LOC to reach, including:

- Over 250,000 fans on Facebook
- Over 100,000 followers on Twitter
- Over 55,000 followers on Instagram
- Over 80,000 fans on VK.com

### **Facebook:**

Official IIHF Facebook account: [facebook.com/iihf](https://www.facebook.com/iihf)  
<https://www.facebook.com/iihfhockey/?ref=hl>

### **Twitter:**

Official IIHF Twitter handle: @iihfhockey  
<https://twitter.com/IIHFHockey>

Official IIHF World Championship hashtag: #IIHFWorlds

Official IIHF World Junior Championship Twitter account: @IIHF\_WJC  
Official World Junior Championship hashtag: #WorldJuniors

### **Instagram:**

Official IIHF Instagram account: @iihfhockey  
<https://www.instagram.com/iihfhockey/>

Official World Championship hashtag #IIHFWorlds

Official World Junior Championship hashtag: #WorldJuniors

### **VK.com:**

Official IIHF VK page: <http://vk.com/iihfhockey>

*For more information contact Adam Steiss ([steiss@iihf.com](mailto:steiss@iihf.com)) or Martin Merk ([merk@iihf.com](mailto:merk@iihf.com))*