



SINGAPORE ICE SKATING ASSOCIATION

MEDIA POLICY – Figure Skating

(Published July 2017)

1. Introduction

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

SISA	Singapore Ice Skating Association of Singapore
ISU	International Skating Union
International Squad	Athletes that are a member of the SISA International Squad
Development Squad	Athletes that are a member of the SISA Development Squad

2. Application

All SISA International and Development Squad athletes 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 Interaction

SISA International and Development Squad athletes and personnel must:

- 4.1. **Only speak**, comment, post, tweet or ‘retweet’ about themselves and their own performances or the performances of any other team-mate, SISA Sport Program 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
- 4.2. **Not comment negatively**, disparage or criticise any athlete, athlete performance or personnel associated with the SISA International / Development Squad or any SISA Sport Program, sponsor or stakeholder, 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.
- 4.3. **Be aware that the President, Executive Officers, Figure Skating Director or nominated delegate, is the official organisation spokespersons** and therefore the only person permitted to speak on behalf of, or about the SISA Sport Programs or Squads without prior written approval from SISA.
- 4.4. **Be responsible to attend media conferences or interviews** coordinated and / or approved by the President, Figure Skating Director or appointed delegate.
- 4.5. **When posting on social media or giving any interview that includes a visual element, wear items of uniform** as directed by SISA.
- 4.6. **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.
- 4.7. **Not disclose any confidential information** associated with SISA or any SISA Sport Program, sponsor or stakeholder.
- 4.8. **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).
- 4.9. **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.

5. Guidelines for Social Media and 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/SISAOOfficialPage>

5.2. **Tag SISA** – use the following tags and hashtags when posting (content, photos, videos, updates) relevant to SISA, on:

- Facebook: #FigureSkatingSG, #TeamSG

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.