

World Rowing Social Media Use Document for the Rio 2016 Olympic Games

Social media is a great method of spreading information on Olympic rowing. It helps to bring the experience alive for those who are not able to attend the Games, it allows people to share thoughts and feelings and it offers a way to disseminate information very quickly. World Rowing encourages you to make the most of your social media channels throughout the Rio 2016 Olympic Games and make the most of what World Rowing has to offer.

These guidelines are designed to help National Federations and their athletes better use social media during the Olympic Games to promote themselves and the sport of rowing.

Quick Facts

World Rowing social media channels:

- Facebook – www.facebook.com/WorldRowing (@WorldRowing)
- Twitter – www.twitter.com/WorldRowing (@WorldRowing)
- Instagram – www.instagram.com/WorldRowingOfficial (@WorldRowingOfficial)

Hashtags: #Rio2016 #RowingInRio #GoRow #OlympicRowing, #rowing

What to Post

1. **Photos** – athletes, venue, boats, course, behind the scenes, facilities, medals, mascots, team uniforms, preparation, training, etc.
2. **Short videos** ****NOTE** videos are **not** allowed to be taken inside the rowing venue or the athlete village. Only videos from outside the “Olympic Zones” can be posted.
3. **Quotes or thoughts** – Olympic preparation, last days of training, pre-race thoughts, post-race thoughts, rituals, etc.
4. **Links to the IOC and Rio 2016 website** – the IOC and Rio2016 will have important and relevant rowing information on their websites – link your followers to them: <https://www.rio2016.com/en/rowing> and <https://www.olympic.org/rowing>

Examples: (Facebook, Twitter, Instagram)



Where to Post

Facebook, Twitter, Instagram .. or any other social media platform. If these platforms are not available in your country, please post to the equivalent platforms in your country.

When to Post

Anytime!

Who to tag

Facebook - @WorldRowing, @Olympics @Rio2016

Twitter - @WorldRowing, @Rio2016, @Olympics

Instagram - @WorldRowingOfficial, @Rio2016, @Olympics



Hashtags

Pre-Games: #RoadtoRio #RowtoRio #Rio2016 #OlympicCountdown

During the Olympic Games: (one or more of the following) #Rio2016 #RowinginRio #GoRow #OlympicRowing #Rowing

How to tag

Facebook – insert @WorldRowing into your post. The World Rowing page will appear as you are typing, click on it. The text in your post will turn blue.

Twitter – insert @WorldRowing in your tweet. Use one or more of the hashtags above.

Instagram – when uploading the photo, click “tag people”. Click on the photo, type in “WorldRowingOfficial”. The photo will be tagged. Use as many of the hashtags above as you like.

IOC Social Media Guidelines

Please read the full guidelines [here](#).

Questions/comments/photos/videos

Send an email to jillian.omara@fisa.org