

SOCIAL MEDIA GUIDELINES

18 January 2021

Dear UCI Commissaires,

With the growing popularity of social media (Facebook, Twitter, Instagram, Snapchat, Youtube, etc) in our daily lives as well as at cycling events, the opportunities to share timely information with the world have grown at an incredible rate.

In order to ensure that the integrity of the UCI – and our Commissaires – is not put at risk, we would like to highlight a few guidelines for the use of social media.

While the UCI respects your personal freedom of speech, in your role as a UCI Commissaire you have, as an official representative of the UCI, accepted to abide by the UCI statutes and regulations.

The following is a list of Do's and Don'ts for UCI Commissaires regarding social media in relation to any UCI-sanctioned event:

DO

- Help shed a positive light on UCI activities and events
- Adopt a similar tone (positive, friendly, informative, inspiring) to the UCI
- Be authentic
- State clearly that the views/opinions expressed are your own. Speak in the first person
- Think before posting, get your facts right, use common sense.

DON'T

- Complain about any activity related to the UCI
- Complain about your role and action(s) for the UCI
- Comment decisions made by yourself or other International Commissaires
- Post about something illegal
- Post photos/videos of internal/private operations
- Post photos/videos of any specific incident
- Engage in any debate (across all digital platforms) regarding UCI activities.

If you ever wonder, even for a second, about the possible subversive nature or problematic of your content, please do not post it on social media.

We understand that you wish to share your experience as a UCI Commissaire, and we encourage you to do so. However, we want to ensure that the integrity of our events, the UCI and yourself, is not put at risk.

If you have any question or doubt, please get in touch with:

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UCI Social Media Channels

FACEBOOK

<https://www.facebook.com/UnionCyclisteInternationale/>

<https://www.facebook.com/UCIMountainbike/>

<https://www.facebook.com/UCIcyclocross/>

<https://www.facebook.com/UCITrials/>

<https://www.facebook.com/UCIBMXSupercross/>

<https://www.facebook.com/UCIBMXFreestyle/>

TWITTER

https://twitter.com/UCI_cycling

<https://twitter.com/UCIWomenCycling>

https://twitter.com/UCI_WWT

https://twitter.com/UCI_BMX_SX

https://twitter.com/UCI_BMX_FS

https://twitter.com/UCI_MTB

https://twitter.com/UCI_trials

https://twitter.com/UCI_CX

https://twitter.com/UCI_Track

https://twitter.com/UCI_paracycling

https://twitter.com/UCI_Indoor

<https://twitter.com/cycling>

INSTAGRAM

https://www.instagram.com/uci_cycling/

<https://www.instagram.com/uciwomencycling/>

<https://www.instagram.com/ucibmxsx/>

<https://www.instagram.com/ucibmxfreestyle/>

https://www.instagram.com/uci_trials/

https://www.instagram.com/uci_mountainbike

YOUTUBE

[TV.UCI.CH](https://www.youtube.com/TV.UCI.CH)