



International  
**Paralympic**  
Committee

## **IPC Digital Media Strategy**

**Rio 2016 Paralympic Games**

12 May 2016

**International Paralympic Committee**

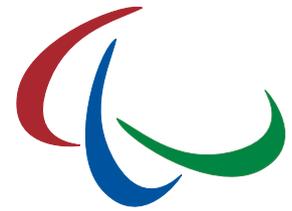
Adenauerallee 212-214 Tel. +49 228 2097-200  
53113 Bonn, Germany Fax +49 228 2097-209

[www.paralympic.org](http://www.paralympic.org)  
[info@paralympic.org](mailto:info@paralympic.org)

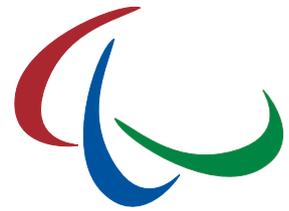


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## 1 Introduction

The International Paralympic Committee (IPC) encourages everyone at Rio 2016 to embrace social media to share their life-changing experiences with the world.

By working together, we can have a greater impact.

### 1.1 Objectives

- Position the Paralympics as the world's greatest event for driving social change.
- Reach a global audience by engaging new audiences in the Paralympics
- Leverage social media to promote opportunities for audiences to watch the Paralympic Games and engage with leading Para athletes.
- Raise awareness about the Rio 2016 Paralympic Games and sports amongst the wider media both during and in the lead-up to the Games

### 1.2 Key Messages

- You can watch the Rio 2016 Paralympic Games from anywhere around the world.
- The Rio 2016 Paralympics will change people's perceptions about disability
- Biggest Games – these will be the biggest Paralympic Games ever with 4,350 athletes from 170 countries competing in 22 sports.

## 2 How we can work together

- Use #Paralympics in your social media posts.
- Use content produced by the IPC in your social media coverage.
- Contact the IPC Digital Media Senior Manager Natalia Dannenberg-Spreier ([natalia.dannenberg@paralympic.org](mailto:natalia.dannenberg@paralympic.org)) to share your Social Media Strategy and any ways in which we can cross-promote.
- Ensure that you have a social media presence and contact Natalia Dannenberg-Spreier to get your Twitter/ Facebook/ Instagram account verified. We need the account address and the email you use to log in.
- Create a list of all your athletes on social media and submit them for verification too. Verified accounts carry stronger weight in the news feed. We would need the social media web address and the email address the athlete uses to log in.
- Help us compile our "best of" videos by sending your suggestions of wow moments. Please send this during the Games to [vodvolunteer1@gmail.com](mailto:vodvolunteer1@gmail.com). These could be emotional moments, amazing sporting feats or funny moments. We are unable to monitor all sports at all times, so your assistance is greatly appreciated.



### 3 Video content that can be shared

The following content is available to share on social media:

| Content   | Date available | Location available | IPC contact person |             | More details                                   |
|---|----------------|--------------------|--------------------|-------------|--|
| <b>Sport explanatory videos for all 22 sports</b><br><br>(Available with split audio tracks for atmos, music, v/o, with or without graphics, including English script).                                     | 17.6.2016      | OBS platform       | Alexis Vapaille    |             | See <a href="#">this playlist</a> for examples |
| <b>Road to Rio videos</b> following young athletes from central America trying to qualify for the Rio 2016 Paralympic Games. Includes 21 films showing life as an athlete, family life and life in society. | 6.6.2016       | IPC FTP site       | Alexis Vapaille    |             | See <a href="#">this playlist</a>              |
| <b>Athlete video blogs from Samsung Paralympic Bloggers</b>   | 1.9.2016       | Grabyo studio      | Natalia Spreier    | Dannenberg- | See section 12.1 for more details              |
| <b>Instabooth footage from athlete dining hall (via ftp site)</b>   | 7.9.2016       | FTP                | Natalia Spreier    | Dannenberg- | See section 8 for more details                 |

### 4 Para Sport Fan Zone

Social media feeds for different sports and athletes will be shown in the Para-sport Fan Zone – a place to discover and engage with para-sport social media accounts on Paralympic.org.

Link: <https://www.paralympic.org/fan-zone> (to be launched shortly)

In addition please find relevant social media accounts in Appendices 1-2.

### 5 Pre-Paralympic Campaigns

#### Viral campaign

The IPC will launch a viral Paralympic challenge campaign which we invite all parties to join in with. More details to follow. This campaign will be launched on 22 August.

#### Digital Torch Relay

In the lead up to the Games, we will encourage social media fans to send a spark to Rio using a dedicated hashtag. These social media posts will be visualised online in real time. More details to follow.



## Opening Ceremony Thunderclap

At exactly the beginning of the Opening Ceremony there will be an IPC Thunderclap on social media when the Games officially open. The Thunderclap app accesses your account at a certain time to create a group social post on Twitter and Facebook.

We would like to invite all broadcasters, sponsors, fans, athletes and teams to sign up for the Thunderclap. Together we can create more momentum by publishing a collective social media post at the start of the Opening Ceremony.

The text of the Thunderclap can be tailored to suit all social media users, so broadcasters could use it to promote their coverage, teams/ athletes to garner support and sponsors to promote their activation programmes.

More details to follow.

## 6 Multi-channel content

The following content will be posted across several social media profiles.

### Photos

Rights-free images from some of the world's best photographers will be available here: [www.OISPhotos.com](http://www.OISPhotos.com) and will be shared across the IPC social media channels.

The initiative, which will spread the colour, passion and excitement of the Paralympic Games throughout the globe, is being run by the Olympic Information Service (OIS) – a professional sports information service established under Olympic Agenda 2020 to support and cover the Olympic Games, Paralympic Games and Youth Olympic Games.

Behind the lenses are four multi-award winning Sports Illustrated photographers in [Bob Martin](#), [Simon Bruty](#), [Al Tielemans](#), and [Tom Lovelock](#).

All photos will be made available via a custom website [www.OISPhotos.com](http://www.OISPhotos.com) (which will go live 1 September 2016) with curated sets also be published on the <https://www.paralympic.org/>.

All images taken by the OIS Photo Team will be made available licence-free to National Paralympic Committees (NPCs), International and National Para Sport Federations and the media worldwide.

All Para athletes in Rio and at home will have free-of-charge access to the photos and can post them on their personal websites and social media platforms.

Push services are available for professional news organisations.

For further information contact:

Anthony Edgar ([anthony.edgar@olympic.org](mailto:anthony.edgar@olympic.org)) or Bob Martin ([bob@bobmartin.com](mailto:bob@bobmartin.com))



## News stories

News stories posted on [www.paralympic.org](http://www.paralympic.org) will be shared across the IPC social media channels. This will include around 30 pieces of content covering previews, reviews and athlete interviews each day.

## Social media graphics

- Watch Live – this will be posted to athlete and sport pages to promote broadcaster schedules and the live stream on Paralympic.org (where relevant).
- Medals table – showing the top five medalling countries at the end of each day
- Athlete quotes will be used with images and posted to social media
- After the Games, an infographic with each multi-medallist will be posted (photo of athlete, with medals super-imposed).

## Behind the scenes videos

The IPC will use Snapchat, Periscope, Vine and Instagram to record behind-the-scenes videos in non-competition venues.

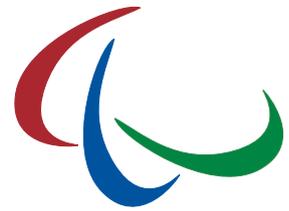
## 7 Facebook

The IPC will use Facebook to reach a global audience, inspire and educate fans, connect the online community with Paralympic activities in real time, and catalyse meaningful, authentic conversation around Paralympics. A selection of news stories, graphics and videos will be posted to Facebook.

- **Profile photo frame:** As on Twitter, fans will be able to customise their profile picture during the Games with a Paralympic branded photo frame.
- **Cultural prompt:** Facebook is tentatively planning to activate a custom “cultural prompt” at the top of newsfeed to encourage fans to engage in conversation around the Paralympics (in development though subject to change).
- **Photos:** The IPC will upload a “Vote for the Cover Photo” album to IPC Facebook pages each day, containing the best photos from that day’s sporting action. Feel free to share these.
- **Paralympics LIVE** – Leverage Facebook Live to:
  - Build up to a live event with live broadcasts from athletes from behind the scenes at non-competition venues, e.g. in the village or on the bus to the stadium.
  - Broadcast a Paralympic sport event each day on [Facebook.com/Paralympics](https://www.facebook.com/Paralympics) to a global audience. Each live video will link to a page on [Paralympic.org](http://www.paralympic.org) that promotes the broadcaster live stream.
  - Allow fans to engage with athletes after the event with live Q&As.

## 8 Instagram

Instagram will be used to post behind-the-scenes photos as well as the photo and video moment of the day. Some of this content will be posted using the Boomerang and Hyperlapse apps.



In addition the IPC will use

- **Instabooth** – Create a custom space at the Paralympic village for athletes and influencers to host live videos, take Instagram portraits, and produce other forms of companion content for the global sports community
- **Instawall** – Curate a custom life-size Instagram feed to showcase images being shared in real time during the Games

If NPCs/ IFs are interested in gathering content using the Instabooth, please contact IPC Digital Media Senior Manager (Natalia Dannenberg-Spreier [Natalia.dannenberg@paralympic.org](mailto:Natalia.dannenberg@paralympic.org)).

## 9 Twitter

The IPC will use Twitter to reach a global audience to engage them with live action.

### 9.1 #Paralympics and #ProudParalympian

We encourage everyone to use #Paralympics and athletes to use #ProudParalympian during the Rio 2016 Paralympic Games.

In 2012, #Paralympics was the top trending hashtag on Twitter for any sport event in Great Britain, outranking #Olympics. In order for it to have similar success in 2016, all fans are encouraged to get behind the hashtag.

Athletes are encouraged to use #ProudParalympian to raise awareness about the Games and Movement, establish themselves as ambassadors for change and stimulate discussions about people with an impairment.

@ProudPara on Twitter and @ProudParalympian on Facebook and Instagram will be used to post messages directed at athletes.

### 9.2 Live tweeting

The IPC will live tweet sporting action from @IPCShooting, @IPCPowerlifting, @IPCswimming and @IPCathletics, and share all the relevant stories, photos, infographics and videos on demand across the IPC Twitter accounts.

### 9.3 Daily polls

Daily polls regarding upcoming events will be posted every morning to @IPCathletics, @IPCPowerlifting, @IPCswimming, @IPCShooting and @Paralympics.

### 9.4 Real time videos

During the Rio 2016 Paralympic Games, the IPC will post timely video clips to Twitter and Vine in the following three content strands: Each video will link back to a page on Paralympic.org that links to all broadcaster live streams.



## World records

We will be tweeting videos of world records in powerlifting, athletics and swimming to @IPCPowerlifting, @IPC Athletics and @IPC Swimming respectively. This will also be contextualised with info such as how long the record stood, how much the new world record surpassed the previous one and who it was taken from.

We estimate that there will be around 180 world records in these sports in total:

| Sport               | Twitter handle   | No of tweets | Dates          |
|---------------------|------------------|--------------|----------------|
| <b>Athletics</b>    | @IPC Athletics   | Up to 100    | 8-17 September |
| <b>Swimming</b>     | @IPC Swimming    | Approx. 70   | 8-17 September |
| <b>Powerlifting</b> | @IPCPowerlifting | Approx. 10   | 8-14 September |

Some of this content will also be retweeted/ posted directly to @Paralympics

## Bling

For athletics and swimming we will also post a congratulatory tweet to @IPC Swimming and @IPC Athletics with a video of the moment an individual athlete wins their second or fifth (respectively) Paralympic gold medals or more.

| Sport            | Twitter handle | No of tweets | Dates           |
|------------------|----------------|--------------|-----------------|
| <b>Athletics</b> | @IPC Athletics | Approx. 15   | 9-17 September  |
| <b>Swimming</b>  | @IPC Swimming  | Approx. 15   | 12-17 September |

Some of this content will also be retweeted/ posted directly to @Paralympics

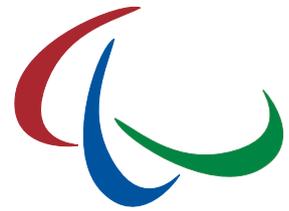
## Wow

The IPC will be tweeting “wow” moments on @Paralympics. This will include funny moments, blunders, emotional moments and amazing sporting moments.

| Sport  | Twitter handle | No of tweets | Dates          |
|--|----------------|--------------|----------------|
| <b>13 live sports: athletics, cycling (track), judo, football 5-a-side, football 7-a-side, powerlifting, sitting volleyball, swimming, table tennis, wheelchair basketball, wheelchair fencing, wheelchair rugby, wheelchair tennis.</b> | @Paralympics   | 10-20        | 7-18 September |
| <b>Plus Opening and Closing Ceremonies</b>   |                |              |                |

## 9.5 Periscope Q&As and Press Conferences

The IPC will livestream all Press Conferences on the @Paralympics Periscope account. In addition Periscope Q&As will be carried out with athletes on the IPC sport and @Paralympics accounts.



## 9.6 Daily interactive GIFs

The Moment of the Day (see section 10.3 below) will be posted as an interactive GIF on Twitter.

## 10 Snapchat

Snapchat will host a Live Story on 15 September enabling fans in venues and athletes in the village to post behind-the-scenes content. We would like this to be a global experience so that the Live Story is available in all territories.

### What is a Snapchat Live Story?

A Snapchat Live story is **not** a live stream. It is uploaded video content. Live Stories are compilations of Snaps (videos and still images) from Snapchatters at events and locations around the world. Live Stories are curated by Snapchat, and typically appear for 24 hours within the Snapchat app.

## 11 SINA Sports/ Weibo

In order to engage the Chinese audience in their incredible sporting achievements, the IPC plans to work with SINA Sports to create a dedicated page about the Paralympic Games, which would include articles, videos and photos, as well as posting this content to a new Weibo page.

## 12 Video content on Paralympic.org

The IPC will provide video coverage of the Rio 2016 Paralympic Games on a live as well as a delayed and on-demand basis.

### 12.1 Samsung Paralympic Bloggers

Following on from its success at London 2012 and Sochi 2014, the Samsung Paralympic Bloggers project will continue in Rio. Thirty Paralympians will be given a Samsung phone to share their challenges and victories from behind-the-scenes. The blogs will be uploaded to the IPC YouTube Channel and embedded on [www.paralympic.org](http://www.paralympic.org), as well as to the athlete social media channels using native video. In addition, broadcasters can have access to the footage via a CMS.

These videos will be recorded in 16:9 and 360 format.

Athletes will be able to record video blogs during the Opening and Closing Ceremonies in Rio, as well as from behind-the-scenes in areas that broadcast cameras cannot access (e.g. in the Athletes' Village).

Here are some examples of video blogs from [London 2012](#) and [Sochi 2014](#).

| Video item | Number of videos per day | Length of videos | of | Timing of publication and post to social media (Facebook, Twitter, YouTube) |
|------------|--------------------------|------------------|----|---|
|------------|--------------------------|------------------|----|---|



|   |      |         |                       |
|---|------|---------|-----------------------|
| <b>Athlete video blog</b>   | 5-10 | 1-3 min | Same day of recording |
| <b>Edited highlights packages of blogs, possibly including sport footage where relevant</b> | 1    | 1-2 min | Same day of recording |

The IPC estimates that 300-400 blogs 1-3mins in length will be posted during the course of the Games. In addition each day an editor will create various different packages from the blogs, including best blogging moments of the day as well as blog highlights along certain themes, e.g. “from the village”, “from training”, “from the dining hall”.

Some of these blogs will be shown by Sport Presentation on the big screens in venues.

## 12.2 On demand content

The following videos of sporting action will be available on Paralympic.org, YouTube and dailymotion.com with relevant geo-blocking restrictions.

| Video item   | Number of videos per day | Length of videos     | Timing of publication on YouTube and post to social media (Facebook, Twitter) |
|--|--------------------------|----------------------|---|
| <b>Videos of full competition on all live sports to dailymotion.com and YouTube.com</b>                  | Approx. 15               | 80-100 hours per day | Within 2 hours of end of broadcast  |
| <b>Short clips of individual medal events (rather than sessions) uploaded to YouTube and Dailymotion</b> | 200                      | 1-5mins              | ASAP after race is finished   |
| <b>OBS highlights for all non-live sports on YouTube.com</b>   | 5                        | 10 mins              | Same day as event   |

## 12.3 IPC produced content

The following non-live content will be produced by the IPC and uploaded to the IPC website (via YouTube), Dailymotion and social media accounts.

All videos will include an end graphic/ video link leading viewers back to the TV Guide page on [www.paralympic.org](http://www.paralympic.org) to enable fans to find relevant TV broadcasts.

### One-off packages

- Paralympic torch relay highlights
- Samsung Paralympic Blogger launch
- Signing of Paralympic Wall
- Visa Paralympic Hall of Fame
- Interviews with Sir Philip
- Opening Ceremony highlights
- Best dressed at the Opening Ceremony
- Whang Youn Dai Achievement Award



- Closing Ceremony highlights

### Regular content

| Video item  | No. of videos/day | Video length | Timing of publication (local time Brazil) |
|---|-------------------|--------------|---|
| Daily highlights (including all sports)   | 1                 | 3 mins       | 02:00                                     |
| Moment of the day (for shooting, athletics, powerlifting, swimming and overall moment).         | 5                 | 1 min        | 2 hours after final event                 |
| Vox pops packages (asking several athletes the same question, e.g. who is sporting hero)        | 1                 | 2 mins       | 07:00                                     |
| Room mates (asking two roommates a series of identical questions, e.g. who snores the loudest?) | 1                 | 2 mins       | 07:00                                     |
| My Incredible Story: athlete profiles   | 3                 | 90 secs      | Published throughout the day              |
| One hour highlights show on Olympic Channel   | 1                 | 1hr          | Same day                                  |

### Post-Games content

Montage videos will be published post-Games in order to maintain momentum and interest after the Closing Ceremony. E.g. Best 5 Football 5-a-side goals

#### 12.4 Panasonic POV footage

This content activation project between IPC and Panasonic will consist of Panasonic giving three athletes two POV cameras each to document their performance-related activities before, during and after the Games

Performance-related footage will consist of working out in the gym, on the coach to the stadium, pep talks with a coach, training camps, moment after winning or losing, interaction with other team mates and thoughts on their performance at the Games

Content to be posted across all IPC social media channels after the Games.

#### 12.5 Live content

A Dailymotion white label player will be embedded on Paralympic.org, where the user can choose between up to nine parallel live streams covering 13 sports.

All live streams will be 16:9, HD, and carry English commentary provided by OBS.

The live stream on Paralympic.org will be geo-blocked in the America Movil territories, Australia, UK and USA.

The IPC will also stream to dailymotion.com, blocking EBU territories and Brazil in addition to the above territories. This stream will be syndicated to Dailymotion's publisher network in some territories.



## Appendix 1 – Paralympic Games channels

The IPC would like to engage with fans using the following social media platforms.

| Platform  | Handle/ web address   |
|-----------|---|
| Facebook  | Facebook.com/Paralympics  |
| Flickr    | <a href="http://www.flickr.com/photos/paralympic/">http://www.flickr.com/photos/paralympic/</a>   |
| Google+   | +Paralympics  |
| Instagram | @Paralympics  |
| Snapchat  | Paralympics   |
| Twitter   | @Paralympics  |
| YouTube   | YouTube.com/Paralympics   |
| LinkedIn  | <a href="https://www.linkedin.com/company/international-paralympic-committee">https://www.linkedin.com/company/international-paralympic-committee</a> |

### Rio 2016 handles

| Platform  | Handle/ web address                |
|-----------|------------------------------------|
| Facebook  | Facebook.com/rio2016               |
| Google+   | +Rio2016                           |
| Instagram | @Rio2016                           |
| Snapchat  | Rio2016                            |
| Twitter   | @Rio2016, @Rio2016_en, @Rio2016_es |
| YouTube   | YouTube.com/Rio2016                |





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|   |  |                  |
|---|--|------------------|
| <b>IWAS<br/>Wheelchair<br/>Fencing</b>    | <a href="http://www.facebook.com/IWASFed?fref=ts">www.facebook.com/IWASFed?fref=ts</a>   | @IWASFencing     |
| <b>IWBF<br/>Wheelchair<br/>Basketball</b> | <a href="http://www.facebook.com/IWBF.org?fref=ts">www.facebook.com/IWBF.org?fref=ts</a>   | @_IWBF           |
| <b>IWRF<br/>Wheelchair<br/>Rugby</b>      | <a href="http://www.facebook.com/InternationalWheelchairRugby?fref=ts">www.facebook.com/InternationalWheelchairRugby?fref=ts</a> | @IWRF            |
| <b>UCI Cycling</b>                        | <a href="https://www.facebook.com/officialUCI/?fref=ts">https://www.facebook.com/officialUCI/?fref=ts</a>                        | @UCI_paracycling |
| <b>World Archery</b>                      | <a href="http://www.facebook.com/WorldArchery?ref=ts&amp;fref=ts">www.facebook.com/WorldArchery?ref=ts&amp;fref=ts</a>           | @worldarchery    |
| <b>World Para<br/>Volley</b>              | <a href="http://www.facebook.com/WorldParaVolley?fref=ts">www.facebook.com/WorldParaVolley?fref=ts</a>                           | @ParaVolley      |
| <b>World Rowing</b>                       | <a href="http://www.facebook.com/WorldParaRowing?fref=ts">www.facebook.com/WorldParaRowing?fref=ts</a>                           | @WorldRowing     |

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