commonwealth games
GLASGOW 2026

Social Media Guidelines

For Glasgow 2026 Commonwealth Games Participants

From 23 July 2026, the eyes of the world will be on Glasgow and the 2026 Commonwealth Games.

Millions of people will be inspired and delighted by online photography and video content featuring athletes and fans in Glasgow. And much of the footage viewed digitally will be generated and shared by you, the Commonwealth Games Associations (CGAs) and athletes.

To help athletes and their teams navigate a digital and social media presence at the Games; generating opportunity, reducing risk and protecting reputation both personal and official Games brands, Commonwealth Sport has created this simple guide.

These guidelines also include the required digital framework that will ensure Commonwealth Sport meets the terms of its agreements with Games broadcasters and commercial partners.

These guidelines relate to athletes, the CGAs and all those that abide by the Charter of Good Conduct.

We hope you find this guide useful.
If you have any questions please message communications@commonwealthsport.com.
We're here to help.

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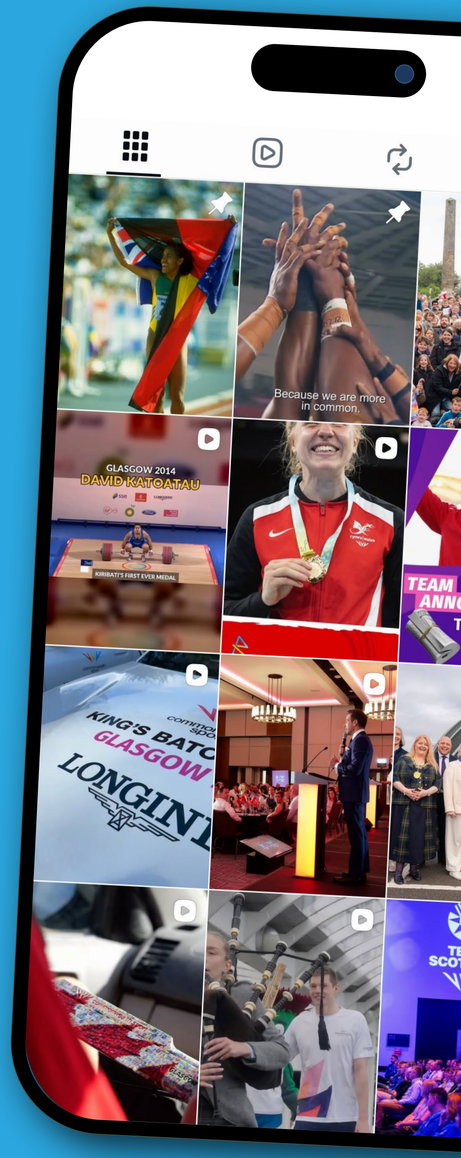
What is Social Media?

For the purposes of Glasgow 2026, social media can be described as any interactive digital technology that facilitates the sharing and exchanging of information and ideas via virtual communities and networks.

This includes, but is not limited to: **Facebook, X, Instagram, Threads, LinkedIn, Snapchat, TikTok, WeChat, WhatsApp, YouTube and Blogs.**



Social Media and the Glasgow 2026 Commonwealth Games

Social media is an important tool in sharing the Commonwealth Games with the world and inspiring the next generation of athletes. That's why we've made professional imagery (stills and video) available to athletes for their own personal use.

Athletes and their teams are encouraged to share, re-post, comment, and promote any still imagery and video content published across the official Glasgow 2026 and Commonwealth Sport social media channels.

Athletes may also use any still images they have taken themselves within a venue for personal, private, non-commercial and non-promotional purposes including social media and personal blogs.

Athletes and their teams can also publish unlimited video clips of **non-Field of Play** footage across their own channels for non-commercial purposes.

Broadcasting Rights and what they mean for athletes

Broadcast rights associated with the Games are reserved for what we call Official Rights Holders. This means the recording or transmission of sounds and moving images (eg Field of Play (FOP)) from competition venues is reserved for broadcasters.

We have, however, negotiated some Reserved Rights, allowing athletes and their teams to share some moving video content of FOP provided by the broadcasters from the Competition Venues as follows:

- Athletes and CGAs have the right to publish up to 10 clips per day of **no more than 90 seconds per clip of Field of Play footage**. This also includes video clips of the opening and closing ceremonies.
- Please **wait for one hour** before publishing this content on your social media channels to allow the broadcasters time to distribute their content.

Official Content available to athletes

All professional still and moving imagery is available to athletes via the **Commonwealth Sport Digital Asset Management platform (DAM).** This includes images and video files of athletes at Games time.

Please feel free to download, share and publish these images and videos. They're freely available for your personal use across social and digital channels.

Athletes will receive information through the **Athlete App** on how to access relevant sports clips at the end of each sport session. If you don't have access to the Athlete App, please contact your customer services desk at the hotel.

If, when the Games end, you'd like access to more content please contact **communications@commonwealthsport.com**.

Minding your social media manners

- **Please be respectful.** Keep all online posts, stories and comments during the Games positive. Any comments or images which are or may be considered to be disrespectful, discriminatory or abusive will breach the Charter of Good Conduct.
- **Please tag, collaborate or mention** the relevant accounts or hashtags of Commonwealth Sport and Glasgow 2026 in posts (see the table on the following page).
- Feel free to **thank personal sponsors ONCE on each channel** during the Games period, but please don't include field of play or Games visuals within the post. (A single compliant post with identical content, used across multiple channels is best).
- Please **do not broadcast any Games Material**, whether on a live or delayed basis, or any other material obtained while inside a Games Competition Venue.
- Please **don't make any commercial references** in social media posts during the Games unless given specific permission by Commonwealth Sport. This includes paid partnerships, sponsored posts, promotions and any '#ads' on social media channels.
- Please **respect the privacy of others** by not sharing any confidential or personal information about other people on any platform. This includes sharing phone numbers, email addresses, accreditation cards, private conversations or other personal details.
- Please don't capture or share any footage or images of others on social media **without their permission**.
- Please **don't share information that might compromise the security, staging and organisation of the Games**. This includes details of ceremonies or the location of people and facilities not in the public domain.
- Use of GPS and route recording programmes such as Strava are permitted **for personal use**, however sharing this information about others is not.
- Please **don't post any content which is, or may be mistaken to be, official results**. This is restricted to accredited journalists and media.

Games' Official Social Channels

Don't forget to follow the official Commonwealth Games social media channels as outlined below, and use the official hashtags **#commonwealthsport #glasgow2026**

Facebook

Commonwealth Sport

https://www.facebook.com/CommonwealthSport

Glasgow 2026

https://www.facebook.com/Glasgow2026CG/

Instagram

Commonwealth Sport

https://www.instagram.com/commonwealthsport

Glasgow 2026

https://www.instagram.com/glasgow_2026/

TikTok

Commonwealth Sport

https://www.tiktok.com/@commonwealthsport

LinkedIn

Commonwealth Sport

https://www.linkedin.com/company/commonwealth-sport/Glasgow 2026

Glasgow 2026

https://www.linkedin.com/company/glasgow-2026

YouTube

Commonwealth Games

https://www.youtube.com/@CommonwealthGames

Reporting Inappropriate Social Media Use

If athletes are aware of any inappropriate or unpermitted recording, social media or digital activity please report it to Commonwealth Sport's ethics representative by email: **ethics@commonwealthsport.com**.

This includes any failure to adhere to the guidelines including:

- Failure to protect and safeguard the rights (including the right to privacy) of others
- Attempting to promote something that could cause an individual distress or embarrassment
- Attempting to promote a business or product that is not part of the Games Commercial Programme
- Infringing on broadcast rights associated with the Games that are reserved for Rights Holders only
- Attempting to promote something that could affect the reputation of the Games.

Failure To Comply

An infringement or alleged infringement of these Guidelines will be deemed a breach of the Charter of Good Conduct and shall be handled in accordance with the CS Federation Court Procedural Rules.

- Failure to comply with the restrictions around publication of Field Of Play clips will result in no further footage being made available to the CGA or athletes.
- Any clips that don't meet social media guidelines will be removed immediately, and the breach reported to the Rights Management Team.

Related Policies And Procedures

Policies associated with these Guidelines include:

- Commonwealth Sport Entry and Eligibility Conditions Form
- Commonwealth Sport Constitution
- Commonwealth Sport Charter of Good Conduct
- Glasgow 2026 Ticketing and Venue Terms and Conditions (for those in possession of a ticket)

Appendix: Definitions

The words and phrases used in the Social Media Guidelines that are defined terms (denoted by initial capital letters) have the meanings specified below.

Athlete
Means any athlete competing in the Commonwealth Games or is otherwise subject to the jurisdiction of CS.

Athlete Support Personnel
Means any coach, trainer, manager, agent, team staff, official, medical or para-medical personnel, selector, family member or other person working with or assisting an Athlete.

Audio
Means the transmission, reception, or reproduction of sound.

Broadcast Rights
Mean the rights that CS has negotiated with the Host Broadcaster and other Rights Holding Broadcasting organisations to show, stream or transmit the Commonwealth Games across the world on television, on digital or radio, either live, delayed or highlights.

Commonwealth Games Associations (CGA)
Means a Commonwealth Games Association affiliated to CS.

Commonwealth Sport
Means Commonwealth Sport (CS), the legal entity responsible for the direction and control of the Commonwealth Games and Commonwealth Youth Games, and for delivering on the vision of the Commonwealth Sport Movement.

Commonwealth Sport Participant or Participant
Means any person who accepts or assumes a function in CS, or in association with CS, or who is engaged in any capacity under the jurisdiction of CS regardless of whether it is a voluntary or paid position, elected or appointed, and without limiting the generality of the foregoing includes: Affiliated CGAs; athletes eligible for nomination to, or forming part of, any team participating in sport competitions over which CS has jurisdiction; persons working with those teams or athletes, including coaches, trainers, managers, agents, team officials and staff, medical and paramedical personnel working with or treating athletes participating in or preparing for sports competitions, and all other persons working with athletes, and sports technical officials; CS employees and persons under contract with CS; CS Officials, Umpires, Referees, Jury Members and Technical Delegates; any person who is the owner of, a shareholder in, an executive or a staff member of the entities which organise and/or promote sports competitions; and any other accredited or engaged persons, the Host City Organising Committee staff and volunteer or where appropriate, other competent sports organisations that recognise the competition.

Charter of Good Conduct
Means the CS Charter of Good Conduct.

Commercial Programme
Means the programme of sponsors and commercial entities who have committed their support to the success of one or more Games.

Commercial Use
Means any activity in which an image or video (or product or service) is used for financial gain.

Commonwealth Games Policies
Means the policies, rules, statements, charters, codes, guidelines, forms and similar prepared by CS, as amended from time to time including, without limitation:

(a) Byelaw 17;
(b) Manipulation of Sports Competition Rules;
(c) Anti- Doping Rules;
(d) No Needle Policy;
(e) Social Media Policy;
(f) Athlete Advocacy Principles;
(g) Parade Protocols;
(h) Safeguarding Policy;
(i) Charter of Good Conduct;
(j) CS Policy on Branding on Competition Clothing and Equipment;
(k) CS Entry Form for Commonwealth Games; and
(l) Federation Court Procedural Rules.

Commonwealth Sports Movement
Means CS, Affiliated CGAs, Organising Committees, Commonwealth Sports Foundation and other partner organisations whose collective vision is to build peaceful, sustainable and prosperous communities across the Commonwealth through sport.

Competition Venues
Mean the secure environments chosen by the Host City where athletes are able to participate in the selected sports of that Commonwealth Games. Glasgow 2026 venues include:

Appendix: Definitions

- Scotstoun Stadium
- Scottish Event Campus (SEC)
- Glasgow International Arena
- Tollcross International Swimming Centre.

Entry and Eligibility Conditions Form
Means the form outlining the eligibility rules and conditions of entry all athletes must comply with in order to compete at the Games.

Field of Play (FOP)
Means the area within a Competition Venue that hosts live sport or ceremonies and displays the results and coverage of the events

Games Partners
Means companies / commercial entities that have agreed sponsorship deals with CS / the Organising Company (OC) to provide financial and / or value-in-kind (VIK) support to CS and the OC for an agreed package of rights for the duration of one or more Games.

Games Family
Means Commonwealth Sport, Commonwealth Games Associations, athletes, Sponsors, Partners and International Federation who have the rights to use FOP clips as defined in the Reserved Rights described in these Guidelines.

Games Period
Refers to the official opening and closing of the Commonwealth Games Hotels (13 July – 5 August 2026) and comprises the official dates of the Glasgow 2026 Commonwealth Games (23 July – 2 August 2026).

Host Broadcaster
Means the organisation responsible for producing the international radio and television signals for the Games. The Host Broadcaster also coordinates and services the Rights Holding Broadcaster (RHBs) requirements as well as installing and operating the technical broadcasting facilities at the Competition Venues and the Broadcast Operation Centre (BOC), providing broadcast telecommunications and other services that may be required for the unilateral broadcast coverage of the Commonwealth Games.

Non-Rights Holder
Means an individual or organisation that has not been granted the commercial right to broadcast the Commonwealth Games in a particular territory by or on behalf of CS or OC.

Reserved Rights
Means the rights negotiated by Commonwealth Sport with the Rights Holding Broadcasters to allow Participants to share their experiences of the Games on social and digital channels

Rights Holder
Means an individual or organisation that has been granted the commercial right to broadcast the Commonwealth Games in a particular territory by or on behalf of CS or OC. Also referred to as Rights Holding Broadcaster (RHB) and may include terrestrial free to air, Pay-TV and Over The Top (OTT) Broadcasters.

Social Media
Means digital platforms and applications that enables users to create communities and share content, images and video or to participate in social networking.

Still and Moving Imagery
Means photography, video and audio

Training Venue
Means the secure environments chosen by the Host City where athletes are able to train ahead of the participation in their selected sports.

The Legal Speak

Commonwealth Sport has created the Social Media Guidelines (as referred to in the CS Charter of Good and Conduct, and Clause 3.f. in the Entry and Eligibility Conditions Form for the Glasgow 2026 Commonwealth Games) in order to further its Vision and Mission, and to support and uphold its Core Values.

These Social Media Guidelines (the ‘Guidelines’) have been created to outline the permitted publication and/or distribution to social and digital media of still and moving imagery (photography and video) content at the 2026 Commonwealth Games (the ‘Games’).

Participants choosing to share Games time experiences through digital and social media must do so responsibly in a manner which:

- Respects both themselves and others and does not infringe on the privacy or rights of other parties and Games partners; and
- Protects the rights and benefits of Commonwealth Sport’s and Glasgow 2026’s commercial and broadcast partners.

Interpretation

These Guidelines, read in conjunction with the Charter of Good Conduct, are intended not to replace other laws and regulations (including national laws), IF or CGA rules and regulations, or other CS rules such as the Code of Ethics and Conduct. Instead, the Guidelines are intended to supplement them with further rules of activation for those attending the Games, and utilising Social Media Channels in order to ensure the highest standards of conduct apply and to maintain public confidence in the image and integrity of the Commonwealth Sports Movement and the Commonwealth Games.

Covered Persons

These Guidelines apply in their entirety to all persons as defined as Participants in the Charter of Good Conduct. All Participants will be bound by and required to comply with these Guidelines during the Games Period. (covered persons)

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Thank you

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