



**AFC
ASIAN CUP
UAE 2019™**

SOCIAL MEDIA GUIDELINES



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1. INTRODUCTION

About the Asian Football Confederation

The Asian Football Confederation (AFC) is the governing body of football in Asia with a membership comprising forty-seven (47) member associations in accordance to FIFA and AFC Statutes.

Based in Kuala Lumpur, the AFC organises various football competitions both on national and club levels and its objectives include, inter alia, promoting, regulating and improving the game of football constantly in the territory of Asia in light of fair play.

About the AFC Asian Cup UAE 2019

The AFC Asian Cup serves as the region's premier football competition, boasting the participation of elite football players representing their national teams from the AFC's Member Associations.

The competition has grown in strength and commercial stature since its inception in 1956 and has become increasingly well-known with its brand garnering considerable value and goodwill on an international spectrum.

With the upcoming edition of the competition expected to be held in January 2019 in the United Arab Emirates (UAE), the AFC has appointed the United Arab Emirates Football Association (UAEFA) as host of the AFC Asian Cup UAE 2019 ("Competition") who will be working closely with its established Local Organising Committee (LOC) in ensuring the successful organizing, hosting and staging of the Competition.



2. OVERVIEW

About the Competition Social Media Guidelines

The AFC in recognising the importance of social media as a valuable and significant communication tool, has sought to develop these Guidelines to offer guidance and information to Accredited Persons and the general public on the use of social media platforms relating to the Competition in an acceptable and responsible manner.

For purposes of these Guidelines, 'Accredited Persons' shall mean all persons who are granted accreditation to the Competition and/or its Official Functions by the AFC including without limitation, members of the AFC delegation, LOC personnel, match officials, participating players, team officials, AFC's marketing partner and licensees.



3. OFFICIAL DIGITAL PLATFORMS

AFC Asian Cup UAE 2019 Official Digital platforms

The AFC owns and manages a variety of digital platforms relating to the Competition, including without limitation:

- **Facebook:** fb.com/theafcasiacup
- **Twitter:** [@afcasiacup](https://twitter.com/afcasiacup), [@afcasiacup_ar](https://twitter.com/afcasiacup_ar), [@afcasiacup_jp](https://twitter.com/afcasiacup_jp)
- **Instagram:** [@afcasiacup](https://www.instagram.com/afcasiacup)
- **Weibo:** weibo.com/afcasiacup
- **Youtube:** [/theafcdotcom](https://www.youtube.com/theafcdotcom), [/theafchub](https://www.youtube.com/theafchub), [/theafcasiacup](https://www.youtube.com/theafcasiacup)
- **Linkedin:** [/company/theafcdotcom](https://www.linkedin.com/company/theafcdotcom)

AFC Asian Cup UAE 2019 official hashtag: #AsianCup2019 & #UAE2019



4. USE OF DIGITAL AND SOCIAL MEDIA PLATFORMS

Personal Information

It is required that, when persons post any Competition related content, it be confined solely to their own personal Competition related experience. Without limiting the generality of the foregoing, blogs and microblogs of persons should take the form of a journal or status update and, in any event, should not contain any interviews with, or stories about the Competition or persons related thereto.

You should not disclose any information that is confidential or private in relation to any third party including, without limitation, information which may compromise the security, staging and organisation of the Competition and, where relevant, the accredited persons' respective Team or the privacy of any other person.

In any event, social media platforms containing Competition related content should at all times conform to the spirit of Fair Play, the fundamental principles of sportsmanship and be dignified and in good taste.

No Sound or Moving Images of the Games

The AFC owns all image rights relating to the Competition and reserves all rights in respect to the use and dissemination of moving images relating to the Tournament through any media, including display on the Internet. No sound or moving images (including sequences of still photographs which simulate moving images) of any Competition matches or events, including sporting action, Opening, Closing and Awards Ceremony or other activities which occur within any zone which requires an accreditation card (or ticket) for entry - e.g. Field of Play, Mixed Zone and Training Venue, Official Area, Media Centre - ("Accredited Zones") may be disseminated or



published on any form of mode or media, whether on a live or delayed basis, regardless of source.

Still Pictures

Still pictures taken within Accredited Zones may be allowed provided that such pictures do not contain any sporting action of the Competition or the Opening, Closing or Awards Ceremony of the Competition. You shall be responsible to obtain the consent of other persons appearing in any pictures which may feature in accordance with this Section. Still pictures may not be reproduced in a sequential manner, so as to simulate, in any way, moving images (e.g. Animated GIFs).

No Exclusivity

No persons shall enter into any exclusive commercial arrangements with any person or entity with respect to the posting of any Competition related content.

Social Media Page Creation and Naming

Creation of a Social Media Page/s which includes the word "AFC", "Asian Football Confederation", the name of the tournament (eg "AFC Asian Cup, Asian Cup"), the name of the Host Country, or any other matter linked to the tournament, is strictly prohibited.



Liability

It is brought to your attention that, when Accredited Persons choose to go public with their opinions on Social Media, they are responsible for their commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene or proprietary. In essence, individuals post their social content at their own risk and they should make it clear that the views expressed are their own. This includes 'sharing' (e.g. retweeting) social media posts originally issued by another account.

The content of any social media posting must not disparage or bring the image and reputation of the AFC, AFC Asian Cup UAE 2019, any Accredited Persons, or football into disrepute.



5. RESPONSIBILITY AND INFRINGEMENTS

Responsibility and Further Restrictions

Team Officials, Participating Member Associations and other entities present at the Tournament (e.g. media and sponsors) are in charge of ensuring that their respective delegations (i.e. those persons to whom they grant accreditation to the Accredited Zones) are informed of the content of these Guidelines and agree to fully comply with them. The above-mentioned entities may also impose upon their respective delegations more restrictive Social Media posting guidelines relating to the Competition.

Infringement of Provisions

The AFC reserves the right to take appropriate action against any party who infringes the provisions of these Guidelines, including by revoking any accreditation granted in respect to the Competition.

Competition Website

There shall be one website/micro-site solely dedicated for the AFC Asian Cup UAE 2019 which is "***the-afc.com***".

The LOC is not entitled to create another website for the competition.

Under AFC website, micro sites related to ticketing or any area agreed between AFC and LOC may be created but shall not be a stand-alone site.



Social Media

The AFC Social Media Accounts will be the only official accounts for the Competition. However, the LOC may create their own local social media accounts as e.g., **@UAE2019**, mainly for the promotion of tickets and related information for local fans, subject to the prior written approval of the AFC.

Tournament Application

Similar to the Competition Website and Official Social Media Accounts, AFC shall own and manage all rights to any Mobile Applications developed for the Competition.

General guidelines

The AFC will be responsible for pan-Asian posting on social media sites – and this may include content produced and provided by the LOC as well as by Member Associations.

All content must be on the existing AFC Asian Cup sites or the approved social media handles of the LOC.

All content must be of a nature which does not cause offence on any level ie. culturally or in terms of religion or gender.

Infringement of Provisions

For the avoidance of doubt, nothing in these Social Media Guidelines shall limit the AFC's ability to open proceedings or take any other action against any person(s) under the AFC Statutes, AFC Disciplinary & Ethics Code or other AFC rules and regulations.



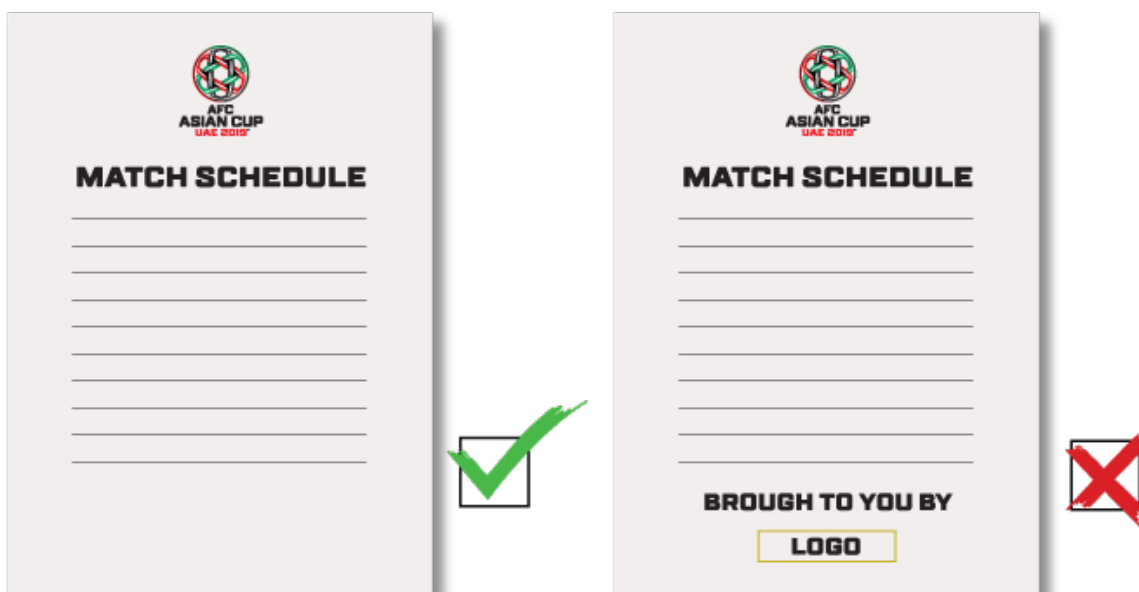
6. EXAMPLE OF USE

The AFC has compiled the following examples to serve as a guideline in identifying the do's and don'ts of social media use relating to the Competition. Please be guided that the list provided merely serves to include some of the more common examples of potential use and is by no means exhaustive. If you are unsure as to whether your proposed use may constitute fair and acceptable use, kindly seek advise from a social media practitioner or legal advisor.

Descriptions of use of the official logo cover all forms of digital media, including but not limited to publications, web, mobile apps and social media.

Match schedule

The editorial, non-commercial use or reproduction of the official AFC match schedule is permitted. However, care should be taken to avoid using the match schedule together with, or in proximity to, a logo or commercial reference by an entity that is not an AFC Rights Holder such as "Brought to you by" or "Sponsored by" etc.



Animated content

Use of the Official Competition Marks in an animated way is not permitted.

Digital business advertisements

Using any of the Official Competition Marks for commercial advertisements in the lead up to or during the Competition may create an unauthorised association.



Online tickets promotions

Unless authorised by AFC, LOC or organised in cooperation with AFC Rights Holders, it is strictly prohibited to use tickets for promotional purposes, including prize draws, incentives, online auctions and/or any other type of consumer promotion.



Online competitions/ games/ lotteries

Contests, games or lotteries using any of the Official Competition Marks are not permitted.



Countdown clocks/ tickers

Any commercially branded tool created to countdown until an official event or date relating to the Competition or its events creates unauthorised association. This includes but is not limited to static, animated physical or online countdowns tools.



SAMPLE COMPANY



Social or political messages

Any advertising in relation to current/ topical issues such as religion, politics or social situations referencing the Competition or Official Competition Marks is strictly prohibited.

Business names

The use of the AFC Asian Cup UAE 2019 title or any names in relation thereto as part of any business name in any context without the written authorisation of AFC is not permitted.





Merchandise

Items with general football terms or UAE-related terms or national flags do not create an infringement of AFC's rights and may be permitted.



Digital media (Social platforms, websites, mobile-sites, applications)

Any legitimate editorial use such as content specifically reporting on the Event does not create an unauthorised association. However, official logo cannot be used as an integral part of the layout of a publication, as elements of the brand of a publication or used on a stand-alone basis, in a static position or in a recurring way on a website (particularly including repetitive use of the official logo in the corner of a special edition or on each successive web page of a special subsection of a website).

In general, AFC Asian Cup UAE 2019 may not be incorporated in domain names (or into URL identification which comes before the domain name) or Social Media handles for commercial content.

AFC Asian Cup UAE 2019 official logo may not be used as part of the overall structure or design of a page (including background or wallpaper designs), or as major



constituent of a transitional introductory web page of a website, if it creates the impression of an association with the Event/ AFC.

Posting images of the AFC Asian Cup UAE 2019 logo maybe not be used in any capacity for pages with commercial background, unless the use is by AFC's Rights Holders.



Retweeting or sharing official content

- Retweeting/ reposting or sharing official content by businesses for commercial purposes is not permitted, unless the retweeting company is a AFC's Rights holder.
- Retweeting/ reposting or sharing official content from AFC, AFC Rights Holders or AFC Event official accounts by fans without any commercial benefit is permitted.



Use of Digital Media

Each Participating Member Association must ensure that all Team Delegation Members uploading or posting content on any Digital Medium must comply with the following terms and conditions with respect to any form of content related to their personal experiences at the Final Competition, the Final Competition in general or related information:

- a) With the exception of Team Hotels and any PMA-specific media areas at the Official Training Site, Team Delegation Members are strictly prohibited from uploading or posting any such content during their presence inside a Controlled Area during the Final Competition Period;
- b) Any content posted or uploaded shall be confined solely to the Team Delegation Member's own personal Competition related experience. Without limiting the generality of the foregoing, it is prohibited to upload or post any interviews with, or stories about other Team Delegation Members, members of the opponent's Team Delegation or AFC Officials;
- c) Team Delegation Members shall not disclose any information that is confidential or private in relation to any third party, including without limitation, information which may compromise the security, staging or organisation of the Final Competition, the security of any Participating Member Association or any Team Delegation, or the privacy of any Team Delegation Members, members of the opponent's Team Delegation or any AFC Officials;



- d) Any content uploaded or posted shall at all times be in the spirit of fair play, dignified and in good taste and must by no means include any political or discriminatory message;
- e) Except as explicitly otherwise set forth under this subsection below, Team Delegation Members shall not use any Competition Marks. Team Delegation Members may use:
- the word mark “AFC Asian Cup UAE 2019™” (including the equivalent in all languages, scripts and including the “TM” in all language or script versions) and any permutation thereof whether registered or capable of registration;
 - the word mark “Asian Cup” (including the equivalent in all languages or scripts); and
 - other AFC-related words on their social media sites or blogs,

In any case, provided that the word “AFC” and other AFC Asian Cup UAE 2019™ related words are not associated with any third party or any third-party products or services, and are by no means used for any commercial purposes;

- f) Team Delegation Members are prohibited from including any commercial reference or identifiers in connection with the uploaded or posted content on their own Digital Medium. In particular, no advertising and sponsorship opportunities shall be offered and/or sold to third parties in connection with AFC or Competition related content;



- g) Team Delegation Members may upload or post AFC or Competition related content on any Digital Medium of third parties, provided that in AFC's opinion no association is created between such third parties, any company or product and the AFC or Competition related content, and that such content is by no means used for any commercial purposes;
- h) Team Delegation Members shall refrain from using, and must ensure that no third party is using any uploaded or posted AFC or Competition related content for any form of Ambush Marketing;
- i) Team Delegation Members shall not enter into any exclusive commercial or non-commercial agreement with any third party with respect to the uploading or posting of any AFC or Competition related content;
- j) Domain names including the words "AFC" or "Asian Cup" or permutations thereof are not permitted to be established or used by any Team Delegation Member;
- k) In order to facilitate access to pertinent AFC information, Team Delegation Members uploading or posting AFC or Competition related content pursuant to these Media and Marketing Regulations are encouraged to "link" their blogs to the official AFC website, the-afc.com or to any further Digital Medium utilised or operated by AFC.



Each Participating Member Association must inform its Team Delegation Members that whenever Team Delegation Members choose to go public with their opinions or statements on a Digital Medium, they are responsible for their commentary. Digital Media uploaders or bloggers may be held personally liable for any commentary deemed to be defamatory, obscene or proprietary.



7. CONTACT INFORMATION

These Guidelines shall be updated periodically on <http://www.the-afc.com/>. All enquiries on social media use relating to the Competition may be directed to media@the-afc.com.