



**SINGAPORE  
CYCLING  
FEDERATION**

## **SINGAPORE CYCLING FEDERATION**

### **MEDIA POLICY**

<b>Editor</b>	<b>Date</b>	<b>Edit Detail</b>	<b>Version Control</b>
<b>Secretariat</b>	<b>14<sup>th</sup> of August 2019</b>		<b>1</b>
<b>Secretariat</b>	<b>15<sup>th</sup> of August 2019</b>		<b>2</b>
<b>Secretariat</b>	<b>16<sup>th</sup> of August 2019</b>		<b>3</b>
<b>Secretariat</b>	<b>8<sup>th</sup> of January 2021</b>	<b>Email correction</b>	<b>4</b>
<b>Secretariat</b>	<b>30<sup>th</sup> of January 2023</b>		<b>5</b>

**Singapore Cycling Federation  
(SCF)  
5 Stadium Drive #02-44  
Singapore 397631  
Tel: 67846621**

## 1. Introduction

- 1.1. The objective of the Singapore Cycling Federation (SCF) Media Policy is to provide guidance for SCF National Training Squad (NTS), SCF National Development Squad (NDS) athletes and SCF personnel (team managers, coaches, mechanics, employees, Management Committee Members, volunteers and contractors) in the effective, positive and productive use of media channels, including social media, to promote and grow Cycling, enhancing positive profile of both the athletes and SCF.
- 1.2. The following definitions apply throughout this policy:

SCF	Singapore Cycling Federation
UCI	Union Cycliste Internationale
SCF National Training Squad Athletes	Athletes that are a member of the <ul style="list-style-type: none"><li>- Elite Squad</li><li>- U23 Squad</li><li>- Junior Squad</li><li>- Development Squad</li></ul>
SCF National Development Squad Athletes	Athletes that are a member of any of the National Development Squads

## 2. Application

All SCF National Training Squad (NTS) athletes, National Development Squad (NDS) athletes and SCF personnel are bound by this policy.

## 3. Policy Statement

SCF promotes positive media interaction for all persons bound by this Policy. SCF encourages the appropriate use of all media platforms including:

- 3.1. **Media interaction (print, radio, television)** is a fundamental way to engage with fans, communicate with the general public and promote cycling activities, individual athletes, partners and sponsors.
- 3.2. **Social media** is a broad, instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

## 4. Rules for Media Interaction

SCF NTS and NDS athletes and personnel must:

- 4.1. **Only speak**, comment, post, tweet or 'retweet' about themselves and their own performances or the performances of any other team-mate, SCF or a rival in a **POSITIVE manner**:
  - a. Be respectful, professional and courteous
  - b. Provide insight, expertise and relevant comment
  - c. Communicate ethically and morally
  - d. Add value to the Singaporean cycling community
- 4.2. **Not comment negatively**, disparage or criticise any athlete, athlete performance or personnel associated with the SCF NTS, NDS or any SCF programs, sponsors or stakeholders, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, or SCF, including its sponsors and stakeholders or any other third party.
- 4.3. **Be aware that the President, Secretary General or other Management Committee members, General Manager, or nominated delegate, is the official organisation spokespersons** and therefore the only person permitted to speak on behalf of, or about the SCF programs or NTS/NDS without prior written approval from SCF.
- 4.4. **SCF NTS and NDS athletes agrees to seek SCF's approval prior to** appearing in or respond to any media requests, including but not limited to sports features or lifestyle programmes.
- 4.5. **Be responsible to attend media conferences or interviews** coordinated and / or approved by the President, Secretary General, General Manager or appointed delegate.
- 4.6. **When posting on social media or giving any interview that includes a visual element, wear items of uniform** as directed by SCF.
- 4.7. **Be aware of their responsibility when involved in an interview or press conference for performance**, community or commercial reasons, to read any briefing notes provided to ensure information shared publicly is factually correct.
- 4.8. **Not disclose any confidential information** associated with SCF or any SCF Sport Program, sponsor or stakeholder.
- 4.9. **Recognise that comment is not easy to retract** once made public and that comment can be recorded and kept indefinitely (even if erased from the social media site).
- 4.10. **Are at liberty to accept or decline to be interviewed** by the media, but are reminded of the importance of sharing the journey and connecting with those who invest in, interested and believe in the sport.
- 4.11. Should you require to decline any media requests, **conduct it politely and take note of your body language and facial expressions. Do take note of the reporter's name and agency/media company if possible.**

## 5. Guidelines for Social Media and Media

### Social Media

Positive, relevant and meaningful communications and boosting the coverage of cycling is central to expanding the profile and brand of SCF, the SCF NTS athletes, SCF NDS athletes and the SCF partners and sponsors. Please find below guidelines for social media usage and interaction:

5.1. **Follow SCF on:**

- Facebook: <https://www.facebook.com/singaporecyclingfederation/>
- Instagram: <https://www.instagram.com/singaporecyclingfederation/>

5.2. **Tag SCF** – use the following tags and hashtags when posting (content, photos, videos, updates) relevant to SCF, on:

- Facebook and Instagram: #TeamSingapore, #SingaporeCyclingFederation, #NationalTrainingSquad, #RoadCycling, #TrackCycling, #MountainbikeCycling, #BMXRacing

5.3. **Athlete posts** - Where relevant, acknowledge, tag and interact with SCF, its partners and sponsors. If unsure on the suitability of content or appropriate social media platform to post, to contact the SCF Brand Development Manager ([media@singaporecycling.org.sg](mailto:media@singaporecycling.org.sg)) for guidance before putting up ANY post that concerns SCF and any affiliate businesses.

5.4. All other related posts by SCF Management and Secretariat – To refrain from posting photos and any official SCF events on their personal social media pages BEFORE SCF has officially posted it on its official social media channels; e.g Facebook, Instagram, and SCF's website.

5.5. If unsure on the suitability of content or appropriate social media platform to post, to contact the SCF Brand Development Manager ([media@singaporecycling.org.sg](mailto:media@singaporecycling.org.sg)) for guidance before putting up ANY post that concerns SCF and any affiliate businesses.

## 6. Acknowledgements

This policy document was adapted with the kind permission of the Singapore Ice Skating Association (SISA).