

Athlete Social Media and Image Guidelines

Welcome to the 2022 Winter Games NZ!

We are stoked to have you here with us and want to help showcase your talent by providing high resolution images that you are welcome to use!

Our team will provide imagery for you to share on your social channels. This media is free to use providing you adhere to the guidelines in this document.

To access the imagery head to our Digital Asset Management system:

DAM: Bynder - <https://wintergamesnz.bynder.com>

Username: media@wintergamesnz.kiwi

password: WinterGamesNZ

When searching for images of yourself either search your name or click the Assets tab and you can filter your search by venue and event. We aim to tag you by name in all of your images but sometimes we can't read the bib numbers so always worth a look through the image assets for your event.

WGNZ Social Channels

- Instagram - @wintergamesnz
- Facebook (all posts) - @Winter Games NZ
- Facebook (Freeride posts) - @The North Face Frontier
- Twitter - @wintergamesnz
- TikTok - @wintergamesnz

WGNZ imagery Guidelines for posting on any of your social channels:

1. In the caption of your image please use the handle @wintergamesnz and the hashtag #WGNZ
2. In the image please tag @wintergamesnz
3. Please enter the location of the event venue where the image was taken e.g. Cardrona Alpine Resort, NZ and tag @cardronanz in the caption or image.

Please understand that it is important that you follow these guidelines and respect our brand, our partners and our sponsors as it will enable us to continue to share images with athletes in the future.

We are also happy for you to send imagery for your sponsors, partners and brands to share on their social channels ONLY. They also must adhere to the guidelines outlined above. Please send any imagery to your sponsors accompanied by this document so that they have all the information necessary to tag and credit correctly.

Any questions please email our Communications and Media Manager Britt Hawes –

britt@wintergamesnz.kiwi