

# SOCIAL MEDIA GUIDELINES



Fédération Suisse de Ski nautique et Wake  
 Federazione Svizzera di Sci nautico e Wake  
 Schweizerischer Wasserski und Wake Verband  
 Federaziun Svizra da Ski nautic e Wake



## Swiss Waterski & Wake

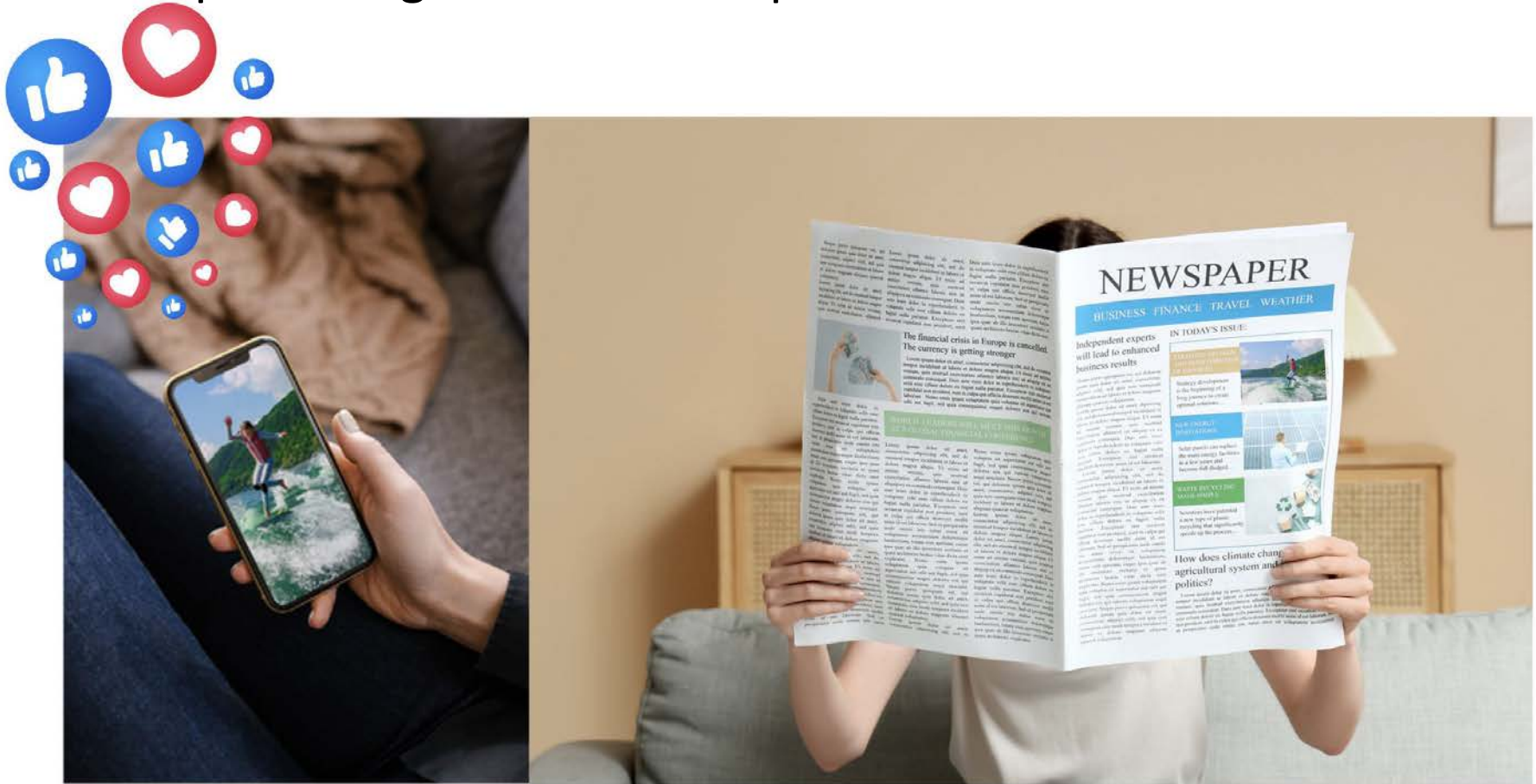
*people on the water since 1947*



## SOCIAL MEDIA GUIDELINES

# The Power of a Post

1 post can go viral or end up in the news within seconds!



## SOCIAL MEDIA GUIDELINES

# Your Phone is Your Megaphone

**Public Impact**

Understand that posting on social media is the same as speaking publicly.

**Athlete Image**

Every post you share actively shapes your image as an athlete.

**Sport Values**

Your content reflects the core values of your sport to the world.

**National Representation**

Ultimately, every single post represents Swiss sport as a whole.



## SOCIAL MEDIA GUIDELINES

# One click can cost you your sponsors

**Instant Impact**

Reputation damage happens in seconds.

**Legal Consequences**

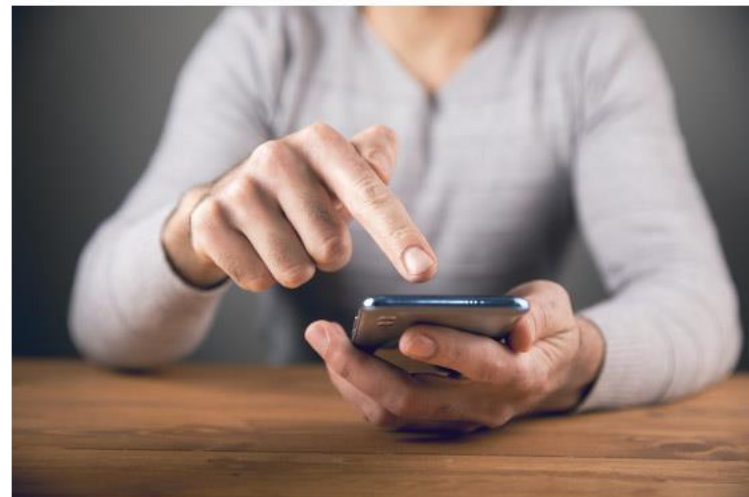
A post can lead to serious legal issues.

**Big Picture**

It creates a poor image for the entire sport.

**The Bottom Line**

Sponsors invest in your values! If those values fade, so does the funding



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# Living the Swiss Olympic Values

**The Olympic Pillars**

Every post should reflect Respect, Excellence, and Friendship.

**Stay Neutral**

No politics, no religion. Protect the team's integrity and focus on the sport.

**The Professional Filter**

Avoid "Red Zone" content: No alcohol, party shots, or emotional outbursts

**Be a Role Model**

You represent Switzerland. Your image is the sport's image.

**Sponsor Safety**

If a post sends "Mixed Signals" or hurts your reputation, it costs you (and us) sponsors.

***POST WITH THE PRIDE OF A CHAMPION & THE CAUTION OF A PRO.***



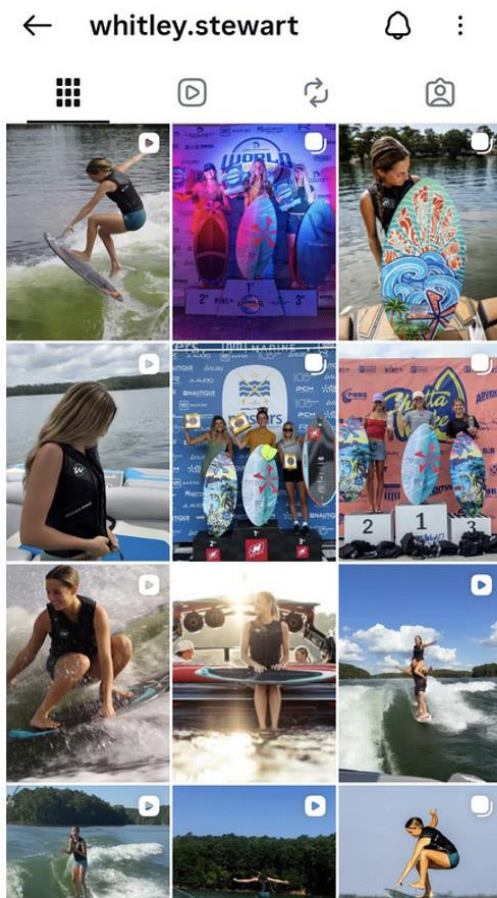
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## SOCIAL MEDIA GUIDELINES

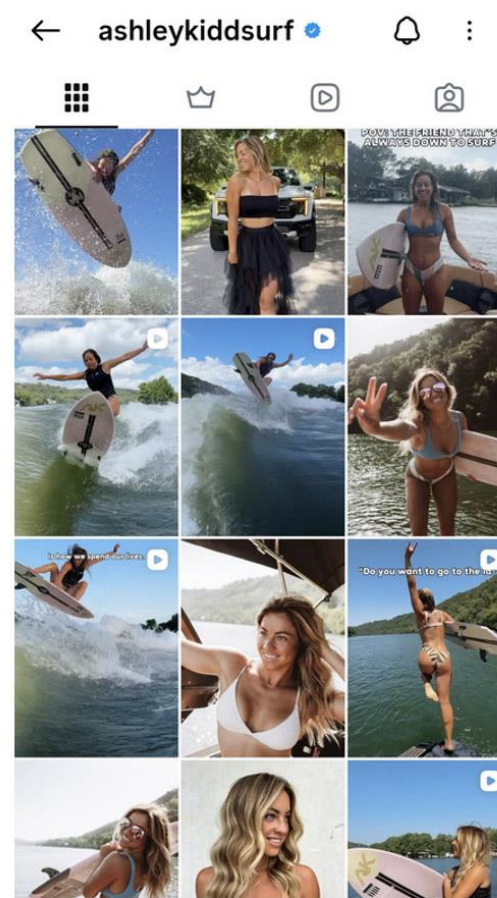
# Athlete Brand vs. Influencer Vibes

*Where do you draw the line?*

**“The Performance Focus”**



**“The Exposure Trap”**



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# The Breakdown

## The Gold Standard "Do's"

### Functional Style

Wear clothing that reflects an inclusive and exemplary image of the sport.

### The Coverage Rule

Opt for tops that cover the chest and shorts that cover the buttocks.

### Focus on the Action

Highlight podiums, gratitude, and respect for the craft.

### Representing Switzerland

Remember that as a national athlete, every post represents Swiss sport

## The Danger Zone "Don't"

### Compromising Content

Avoid bikini photos or "compromising" angles that distract from your athletic skill.

### Mixed Messages

Questionable contexts can damage your reputation and lead to a loss of sponsors.

### Sport Image

Excessive skin-showing can create a poor image for the sport as a whole.



## SOCIAL MEDIA GUIDELINES

**YES  
or  
NO?**



## SOCIAL MEDIA GUIDELINES



**YES**

**or**

**NO?**



## SOCIAL MEDIA GUIDELINES

# The Pro Toolkit

### **Privacy Mastery**

Know your settings. Use "Close Friends" for your private life

### **Respect the Lens**

Always credit and tag photographers.

### **Inside Info Stays Inside**

Do not leak internal federation news.

### **Quality over Quantity**

Use only high-resolution, well-lit images.



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# Your Final Check List

Before you post something take 3 seconds to ask yourself these questions:

Do I have the right to post this image?

Does it reflect sport values?

Does it respect sponsors?

Is it professional?

Is it consistent with Swiss Olympic?



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# LEVEL UP TOGETHER

← swisswaterskiandwake :



Swiss Waterski and Wake Fed

374 Beiträge 1'213 Follower 671 Gefolgt

Sport und Freizeit

Swiss Waterski & Wake Federation  
Waterski • Wakeboard • Wakesurf  
33 Clubs | 3900+ Members | Since 1947

Übersetzung anzeigen

[www.waterski.ch/](http://www.waterski.ch/)

mikekunzsurf, rachyleikela und 283 weitere Personen sind Follower

Gefolgt ▾

Nachricht

Kontakt



Swiss Champs



Team Weekend



2025 Wake



Wakesurf Wor...



## LET'S SHOW THE WORLD HOW WE RIDE

### TAG US

@Mention the federation in your training & BTS.

### ENGAGE

Like and comment to fuel the algorithm.

### COLLAB

Use the "Collaborator" tool

### REPOST

Share federation highlights to your Stories.

### SUBMIT

Send us your best shots to get featured.



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# Useful links

Swiss Olympic Athletes Hub – [Social Media Guide](#)

[coolandclean.ch](#)

[jeunesetmedias.ch](#)

[147.ch](#)

[feel-ok.ch](#)

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# Questions & Discussion

