



**DeaflympicsGB**

## Media/Interview Guidelines

All official communications and press releases from the DeaflympicsGB delegation will be made by the members of staff present. These will be released through the UKDS website, social channels and passed on to our contacts within the media and at NGB's for wider dissemination.

Depending on your performance or role you may be asked to take part in an interview by the media. If this happens, we ask that where possible you accommodate media requests as they ultimately promote the you, your team, your country, your sport and UKDS. Below are a few tips to help you complete a successful interview:

*Before the interview, take a moment to consider:*

- What is the purpose of your comment?
- What message do you want to give?
- What is important to say?
- If you could make only two points, what would they be?

*During the interview, be professional and:*

- Be relaxed, speak slowly and clearly. Speak in a conversational tone or sign in a precise tone
- Keep your statements clear and concise. Try to avoid complicated language or terminology
- Don't limit yourself to answering questions. Raise points you think are important in achieving the purpose of your statements
- While answering questions, bear in mind there may be opportunities to promote UKDS and wider DeaflympicsGB team.
- For television interviews: maintain eye contact with the interviewer. Don't look at the camera

*In almost all cases interview will be enjoyable and rewarding and fantastic way to enhance your personal profile. However, if you feel that questions are challenging or inappropriate don't panic!*

- If you feel commenting is inappropriate or outside your area of expertise, politely decline the question.
- Don't show anger in your voice or appearance at an unexpected or hostile question. Simply say you are not prepared to answer the question at this time and if possible use this opportunity to change the subject. Avoid the phrase "no comment" - it has become synonymous with guilt.
- Always smile and enjoy yourself!



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### **Social Media**

Your use of social media is covered within your Code of Conduct. Please note that anything bringing UKDS or DeaflympicsGB into disrepute will be taken extremely seriously and may result in immediate removal from the team.

Please remember that your comments reflect on Deaf Sport GB and UKDS. If you use Twitter please make sure you include the statement: 'Comments are my own'.

#### *Facebook:*

A private Facebook page 'Deaf Sport GB: Samsun 2017' has been created to assist in team communications whilst at the Games. This will be used to request interviews, pass on operational information (where appropriate) and share news. Please join it so we are able to interact with you.

#### *Twitter:*

The hashtag for the event is #DeaflympicsGB. Please feel free to interact with this hashtag, sharing photos and your experiences of the Games.