

1. Purpose

Motorsport Australia recognises the significant benefits of Social Media and its widespread use in motorsport.

However when used incorrectly, Social Media can cause damage and create risk for those who use it. Motorsport Australia has a legitimate interest to make sure that Social Media is used responsibly in motorsport.

This Motorsport Australia Social Media Policy (**Policy**) aims to regulate how Social Media is used in relation to Motorsport Australia and each Event (as defined in the Motorsport Australia National Competition Rules), as well as stating the potential consequences if Social Media is not used correctly.

2. Application

This Policy applies to:

- (a) Motorsport Australia contractors, agents and employees; and
- (b) individuals who hold a Motorsport Australia Licence (as defined in the Motorsport Australia National Competition Rules), (collectively referred to in this Policy as **You**) when using Social Media in relation to Motorsport Australia or an Event.

Social Media in this Policy means any type of electronic public forum that enables people to create and share content or engage in social networking. Common examples include Twitter, Facebook, blogs, forums, content sharing and uploading, etc.

This Policy does not apply to the use of Social Media in personal and other areas of life which are not related to Motorsport Australia or an Event.

3. Examples of Social Media use

The following are examples of good and not good use of Social Media:

Sharing of informative Social Media concerning motorsport

GOOD



NOT GOOD

Females shouldn't drive muscle cars it doesn't even look right. They were built for men not women.

Engaging positively, respectfully and courteously with fans, each other and the public

GOOD

Plenty of negative vibes out there. It sounds promising and if the facilities are there for the fans no one minds paying a few extra dollars entry fee. 😊😊😊

NOT GOOD

Like to thank the fans who booed me off the pitch. Where's that going to get you? I hope you all die.

Giving opinions and engaging in banter in a reasonable and constructive manner

GOOD

Call him a horse face because you can't insult his driving skills lol.. Brad is a good driver. The proof is in the wins, and remember he's already a Sprint Cup Champion. Call him a horse face, call him a jerk, but you can't call him all that without saying winner in front of it. He's paid to win, not to be liked. If being a nice guy won you cups, then Kasey Kahne would have tons of them. Go Brad.

NOT GOOD

These officials behind the goal are useless!!! He clearly seen that, he should be giving a corner. Ridiculous waste of money #doyourjob

Promoting You and others such as Your Team, Your Category and motorsport generally

GOOD



Expressing Yourself and fairly sharing Your views

GOOD

I'm a Hamilton fan, but I'm pleased Nico is doing well, it's making Lewis work for it, yea course Lewis ain't going to say when asked "no I couldn't catch him" remember it's driver psychology and Nico knows it, even he said he's wanting a dual with Lewis!

NOT GOOD

Conor McGregor @TheNotoriousMMA - Apr 7
3 years ago today, I began my crusade to take all you bums from 5 figure paydays to multi seven figure paydays. And not even a thank you.

Supporting motorsport, Your Category and Motorsport Australia

GOOD



Being honest while acting with integrity

GOOD

Cameron Waters @CameronWaters - 19 March · 🌐
That wasn't in the original plan ... missed being able to use some good car speed after copping a PLP for nudging Will Davison into a spin, which felt like an hour driving thru the longest pit lane we use. Never mind, these things happen in the mid-pack ... the trick is not being there and I'm working on that.

NOT GOOD

@AFLFootyShow Having a female on the footy show is like having a man on TV and talking about having a period. Not entertaining at all

Who thought #V8SC fans would be fans of #f4au @Formula4au. Bunch of retards with too much money. Get them off the telly. @FOXSportsAUS

Making it clear Your personal views are Your own

GOOD



NOT GOOD

Tim Schenken @FakeTimSchenken - Apr 16
Anyone want to sponsor a Tow Truck? Email TimS@v8supercars.com.au

Trackside Towtruck™ @V8SCTowtruck
@FakeTimSchenken you'll have to get a third party deal, so we can't breach the salary cap.

4. Keeping safe with Social Media

When using Social Media You must:

- (a) remember that the Internet is not anonymous, anything shared on Social Media can be seen by others and that You may not be able to change what You have written or said once it has been shared;
- (b) not use Social Media in any way which affects the safety of You or those around You. When at an Event, You must:
 - (i) always make sure that You act safely and take personal responsibility for the safety of those around You;
 - (ii) except as necessary in Your role, not use Social Media or Your phone when on duty;
 - (iii) comply with all signage, barriers and other markers noting where individuals should be; and
 - (iv) follow all directions; and
- (c) be careful in recording and sharing images of children at an Event. At a minimum You must comply with the guidelines issued in relation to images of children by the Australian Sports Commission (http://www.ausport.gov.au/supporting/clubs/resource_library/managing_risks/child_protection/guidelines_use_children_images/images_of_children).

5. Prohibited use of Social Media

Using Social Media in relation to Motorsport Australia or an Event in the following ways is prohibited:

- (a) acting in a way which is unlawful or in breach of Motorsport Australia's rules, policies or procedures;
- (b) sharing confidential information obtained in confidence through Your interactions with Motorsport Australia (such as in relation to Motorsport Australia's judicial proceedings or commercial dealings);
- (c) sharing anything of a private, indecent, illegal, voyeuristic, pornographic or sensitive nature;
- (d) sharing any sensitive images or explicit or personal details of any serious or critical accidents;
- (e) acting in a way which may be reasonably seen as bullying, harassing, offensive, discriminatory, threatening or damaging to others;
- (f) associating Yourself with groups on Social Media in a way which brings Motorsport Australia or motorsport into disrepute;
- (g) unlawfully taking images and sharing content on Social Media without obtaining necessary consents. It is Your responsibility to ensure at all times that You have all necessary consents as required at law from individuals before sharing any images, text, recordings, etc. of a person. Situations where extra vigilance should be used include:
 - (i) recording and sharing images of those under 18;
- (h) where it interferes with Your role at an Event or creates a safety risk; or
 - (i) any other manner which brings Motorsport Australia or motorsport into disrepute.

Note: Obtaining parental consent is advised and may be required at law in certain situations.

- (ii) sharing recordings or images where an Event is also being broadcast;
- (iii) using trademarks and other people's material over which they have copyright; or
- (iv) sharing images of sensitive or private areas (i.e. pit garages, stewards rooms, rest rooms, etc.);

Note: An Event may have its own Social Media policy (such as Supercar Events) that You may also be required to comply with in addition to this Policy.

6. What Motorsport Australia can do

Motorsport Australia may take disciplinary action against You where You are in breach of this Policy. Disciplinary action may include but not be limited to cancellation of a licence or membership, exclusion from an Event or imposition of a penalty under the Motorsport Australia National Competition Rules. Motorsport Australia will give You reasons as a result of any disciplinary action it takes and a reasonable opportunity to respond.

Motorsport Australia may monitor Social Media from time to time. It may also look into allegations that Social Media has been abused from time to time and take action under this Policy or elsewhere.