

1. Objective of Policy

The objective of this Policy is to:

- (a) regulate how social media is used on Motorsport Australia official channels;
- (b) outline the use of Motorsport Australia content on personal social media channels; and
- (c) minimise the risks of inappropriate social media use by all Motorsport Australia representatives.

2. Scope of Policy

- (a) This Policy applies to Motorsport Australia Directors, management, staff, officials and volunteers.
- (b) This policy also covers off the use of personal social media pages of those representing Motorsport Australia in any way.

3. Definitions

Capitalised terms used in this Policy have the following meanings unless stated otherwise:

- (a) **Motorsport Australia** means the Confederation of Australian Motor Sport Ltd. trading as Motorsport Australia.
- (b) **Social media** means all online social networking sites, including (but not limited to) Facebook, Twitter, Instagram, Snapchat, WhatsApp etc.

4. Official Motorsport Australia social media channels

- (a) Motorsport Australia recognises the significant benefits social media provides to communicate directly with our stakeholders and the general public. As such all official channels are managed by the Motorsport Australia media team and content is posted at its discretion.
- (b) The list of current official channels can be found on the Motorsport Australia website or from the Motorsport Australia media department on request.
- (c) No Motorsport Australia social media pages may be set up without prior approval from the General Manager – Media & Communications.

5. Prohibited use of social media

- (a) Every Motorsport Australia representative is entitled to use their own personal social media channels, however there should be no use of social media which is unlawful, or in breach of Motorsport Australia's rules, policies and guidelines.

- (b) All Motorsport Australia representatives should be aware that having social media accounts set to 'private' does not excuse them from adhering to the particulars of this policy.
- (c) The following content is also considered a breach of this policy:
 - (i) **Confidential matters** – sharing confidential information obtained in confidence through interactions with Motorsport Australia is strictly forbidden;
 - (ii) **Inappropriate content** – sharing any private, indecent, illegal, pornographic or sensitive content on social media is not permitted;
 - (iii) **Intimidatory behaviour** – acting or posting in a way which may be reasonably seen as bullying, harassment, offensive behaviour, discriminatory, threatening or damaging to others;
 - (iv) **Group membership** – associating with groups on social media in a way which may bring Motorsport Australia into disrepute;
 - (v) **Safety risks** – posting any content which is deemed to interfere with the safe running of an event;
 - (vi) **Consent** - unlawfully taking images and sharing content on Social Media without obtaining necessary consents. It is each person's responsibility to ensure all necessary consents as required at law from individuals is provided before sharing any images, text, recordings, etc. of a person. Situations where extra vigilance should be used include:
 - (A) recording and sharing images of those under 18;
Note: Obtaining parental consent is advised and may be required at law in certain situations.
 - (B) sharing recordings or images where an event is also being broadcast which places a person in breach of the licencing agreements in place;
 - (C) using trademarks and other people's material over which they have copyright;
 - (D) sharing images of sensitive or private areas (such as pit garages, stewards rooms, rest rooms, etc.);
 - (vii) **Disrepute** – any other manner which brings Motorsport Australia or motorsport into disrepute.

6. Keeping safe with social media

- (a) When using social media it is important to keep the following points in mind:
 - (i) The internet is not anonymous or private – anything shared online or in any private message online has the potential to be shared with others – think about any message sent – would a reasonable person want to see

- it on the front of the newspaper? This includes apps such as Snapchat where it may appear the image is only visible briefly – there are many secret screen recording apps available that mean nothing is ever deleted;
- (ii) the use of social media must not impact the safety of any person at an event and the following points must be considered:
 - (A) always act safely and take responsibility for the safety of others;
 - (B) except as necessary or required, social media should not be used on a mobile phone when on duty;
 - (C) all signage, barrier and other markings must be complied with;
 - (D) all directions of officials and other Motorsport Australia staff must be followed.
 - (b) The importance of recording and sharing images of children at an event should always be considered. At a minimum the guidelines issued by each individual state government should be followed, keeping in mind that consent is likely to be required for any child under 18.
 - (c) All social media users representing Motorsport Australia should avoid making official comment on behalf of Motorsport Australia and in particular;
 - (i) avoid commenting on judicial outcomes on personal pages;
 - (ii) posting criticism of stewards or officials;
 - (iii) not engage in arguments or debates with competitors or other motorsport stakeholders on matters to do with their role at Motorsport Australia.

7. Implications for Non-Adherence

Any breach of this Policy may result in disciplinary action being taken by Motorsport Australia. Disciplinary action may include but not be limited to suspension of duties or obligations or termination of employment or other arrangements with Motorsport Australia.

Non-compliance with this policy presents significant risks for Motorsport Australia.

8. Related Rules, Policies or Procedures

This policy should be read in conjunction with the Motorsport Australia Media Policy. Other related policies include:

- (a) Code of Conduct
- (b) Privacy Policy
- (c) Anti-discrimination, Harassment and Bullying

9. General

- (a) The Policy Manager is the General Manager – Media & Communications, to whom any questions in relation to this Policy should be directed.
- (b) This Policy will be reviewed every year if not sooner.

Policy Creation Date	1 October, 2019
Policy Review Date	1 January, 2021
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