



SPEEDCARS AUSTRALIA INC

SOCIAL MEDIA POLICY

Policy overview and purpose

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy contains our guidelines for the Speedcar community to engage in social media use. It also includes details of breaches of the policy. This policy works in alignment with the [Speedway Australia Code of Conduct and Social Media Conduct policies](#).

Breaching the Code of Conduct or bringing the sport into disrepute online can lead to serious consequences, including tribunals, suspensions, and the cancellation of the offender's Speedway Australia licence.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek advice from Speedway Australia on (08) 8139 0777.

Coverage

This policy applies to all persons who are involved with Speedcars Australia, whether they are in a paid or unpaid/voluntary capacity, including:

- members, including life members of Speedcars Australia and our affiliated clubs;
- persons appointed or elected to the Speedcars Australia board, Speedcars Advisory Committee (SAC), and any sub-committees;
- employees of Speedcars Australia;
- officials including but not limited to Stewards and Scrutineers;
- competitors and team members (including but not limited to associated crew, family members, sponsors, etc);
- members and Boards/Committees of our affiliated associations:
 - Queensland Speedcar Racing Association
 - Speedcar Association of NSW
 - Victorian Speedcar Drivers Association
 - Tasmanian Speedcar Drivers Association
 - South Australian Speedcar Association
 - West Australian Speedcar Drivers Association

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Pinterest, Yammer, etc)
- Video/photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, TikTok, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedia (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Messenger, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Speedcars Australia on social media; and
2. if you are posting content on social media in relation to Speedcars Australia that might affect Speedcars Australia's products, services, events, sponsors, members, or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Speedcars Australia, or its Board, members, competitors, participants, products, services, events, sponsors, suppliers, or reputation. However, any misuse by you of social media in a manner that does not directly refer to Speedcars Australia may still be regulated by other policies, rules, or regulations of Speedcars Australia and Speedway Australia.

Using social media in an official capacity

You must be authorised by the Speedcars Australia Board before engaging in social media as a representative of Speedcars Australia. To become authorised to represent Speedcars Australia in an official capacity, you must have written consent.

As such, the boundaries between when you are representing yourself and when you are representing Speedcars Australia can often be blurred. This becomes even more of an issue as you increase your profile or position within Speedcars Australia. Therefore, it is important that you always represent both yourself and Speedcars Australia online appropriately.

Guidelines

You must adhere to the following guidelines when using social media related to Speedcars Australia or its products, competitors, participants, services, events, sponsors, suppliers, members, or reputation.

- **Use common sense**

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Speedcars Australia.

- ***Protecting your privacy***

Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

- ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Err on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

- ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g., Board member of Speedcars Australia) and that anything you publish is your opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

- ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of Speedcars Australia's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Speedcars Australia, its Board, or any sub-committees.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Speedcars Australia, it is perfectly acceptable to talk about Speedcars Australia and have a dialogue with the community, but it is not okay to publish confidential information of Speedcars Australia or its affiliated clubs. Confidential information includes things such as litigation, unreleased information, and unpublished details about our organisation: e.g. personal data on members, financial information, etc.

When using social media, you should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory (refer to the Speedcars Australia 'Member Protection Policy').

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour.

- ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content.

- ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and Speedcars Australia's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

- ***Discrimination, sexual harassment, and bullying***

The public in general, and Speedcars Australia's employees and members, reflect a diverse set of customs, values, and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate.

When using social media, you are also be bound by Speedcars Australia's values and 'Member Protection Policy'.

- ***Avoiding controversial issues***

Within the scope of your authorisation by Speedcars Australia, if you see misrepresentations made about Speedcars Australia or affiliated clubs and members in the media, you may point that out to the relevant authority in your local club or Speedcars Australia directly. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

- ***Dealing with mistakes***

If you or your organisation makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

- ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put you, your membership, and yours or your driver's Speedway Australia licence at risk. You should always follow the terms and conditions for any third-party sites in which you participate.

- ***Branding and intellectual property***

You must not use any of Speedcars Australia's intellectual property or imagery on your personal social media without prior approval. Speedcars Australia's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Speedcars Australia official social media sites or website.

You must not create either an official or unofficial Speedcars Australia presence using the organisation's trademarks or name without prior approval from Speedcars Australia.

You must not imply that you are authorised to speak on behalf of Speedcars Australia unless you have been given official authorisation to do so.

Where permission has been granted to create or administer an official social media presence for Speedcars Australia, you must adhere to Speedcars Australia branding.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Speedcars Australia's name or logo in a way that would result in a negative impact for the organisation, affiliated clubs, and/or its members.
- Posting or sharing content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting or sharing content, which if said in person during an event would result in a breach of rules.
- Posting or sharing content in breach of Speedcars Australia's 'Member Protection Policy' or Speedway Australia's 'Code of Conduct' and 'Social Media Conduct' policies.
- Posting or sharing content that is a breach of any state or Commonwealth law.
- Posting or sharing material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Speedcars Australia, its affiliates, its sport, its officials, members, or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

• Reporting a breach

If you notice inappropriate or unlawful content online relating to Speedcars Australia or any of its members and affiliated clubs, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to your local affiliated club, or via the Secretary of Speedcars Australia, or to Speedway Australia.

• Investigation

Alleged breaches of this social media policy may be investigated according to Speedway Australia processes. Where it is considered necessary, Speedcars Australia may report a breach of this social media policy to police.

• Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Speedway Australia 'Racing Rules & Regulations'.

Employees and volunteers of Speedcars Australia who breach this policy may face disciplinary action per the Speedway Australia 'Racing Rules & Regulations', and termination of their paid or voluntary employment.

• Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Speedway Australia 'Racing Rules & Regulations'

- ***Other Considerations***

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trademark laws, privacy, confidentiality, and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws