



## Social Media Policy

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# WA Sporting Car Club Social Media Policy

## 1. Introduction

Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media sites, however, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio-visual material. WA Sporting Car Club (WASCC) supports the use of social media as a timely and effective method of communication. In addition to engaging with members of the motorsport community, social media can help the organisation reach members of the broader public and traditional media. WASCC proactively seeks positive media coverage and does so for the benefit of its participants and members. Traditionally this media coverage has been through TV, radio and print media outlets however the rise of social media has widened this landscape. Given these changes, all WASCC members, officials and employees have the opportunity to act as ambassadors for the organisation, simply by maintaining an online presence. Whilst social media provides great opportunity to raise motorsports profile and reach new audiences, it also has the potential to harm the reputation of the organisation, its participants, members, officials and stakeholders. It is crucial therefore that all WASCC members, officials and employees are aware of the implications of using social media. The purpose of this document is to provide members, officials and employees of WASCC with guiding principles for using social media. WASCC encourages anyone bound by this policy (refer to section 2 – Policy Application) to use social media within the parameters outlined in this policy.

## 2. Policy Application

This policy applies to all members of WASCC, employees, officials, volunteers, and associated interested persons who have some form of 'duty' on behalf of WASCC. All forms of social media activity are covered under this policy, including, but not limited to:

- Creating and maintaining social or business networking sites such as Facebook, Twitter, WhatsApp or LinkedIn.
- Sharing audio - visual content on sites including Flickr, Instagram and Pinterest (photo sharing) and YouTube and Vimeo (video sharing)
- Authoring and commenting on blogs or forums
- Editing a Wikipedia page

## 3. Guiding principles

- Posts, comments or published materials should:
  - Respect the rights, dignity and worth of others
  - Refrain from any form of harassment, vilification or denigration of others
  - Refrain from any behaviour that may bring WASCC or its member associations into disrepute.
  - Respect the copyright of third parties
- Comments which are contrary to the spirit and integrity of sport will not be tolerated.
- Persons bound by this policy who share information online should consider themselves a spokesperson for the organisation and must never reveal confidential or sensitive information that could jeopardise WASCC's relationships with its commercial or government partners.
- Personal sites, blogs and accounts that have a WASCC 'look and feel', and could be perceived as being WASCC, is strictly prohibited.

In addition to the guiding principles, persons bound by this policy should be mindful that information shared on social media appears in public, so careful consideration should be given to content before it is posted. Never forget that information shared within online communities could have implications for the sport and those associated with it. Information which is shared online can be difficult to retract. A representative might be able to remove his/her original comments; however, the very nature of social media encourages a person to share information which makes it difficult to know where the information they post will finish up. Persons bound by this policy should assume that all posts and information they share via social media can be traced back to them. Adhering to these guidelines will ensure the reputation of WASCC, its participants, officials, employees, volunteers and stakeholders are protected.

## 4. Breach

If a person bound by this policy fails to follow these guidelines, WASCC has the right to issue this Individual with a take-down notice. An individual who is found to not comply with a take-down notice or engages in repeated breaches will face disciplinary action under the WASCC Rules of Association. WASCC also has the right to administer sanctions and take legal action.

## 5. Reporting a breach

Individuals who wish to report an alleged breach of the WASCC Social Media Policy should forward their complaint in writing and include evidence of the alleged breach to the Member Services Representative at [memberservices@wascc.asn.au](mailto:memberservices@wascc.asn.au)

## 6. Legislation

As with any form of public communication, online communication can also be subject to legislation. Persons bound by this policy should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

## 7. Amendments/Interpretation

These Guidelines may be amended by WASCC as it deems appropriate. The WASCC Management Committee will have jurisdiction with respect to the interpretation and implementation of these Guidelines. Should members feel a decision is not appropriate, they may seek redress under the WASCC Rules of Association – Section 15, Resolving Disputes.

## 8. Conclusion

WASCC understands that social media is a new method of communication and as such encourages all persons bound by this policy to seek clarification from WASCC if they are unsure what constitutes appropriate and inappropriate content.

