MOTORCYCLING AUSTRALIA POLICY

Title:	Social Media Policy
Last Review Date:	February 2020
Next Review Date:	February 2022
Responsible Persons:	Motorcycling Australia Board
Authority	This Policy is made under clause 15 of the MA Constitution. It is binding on all Members of MA and is to be interpreted in accordance with the MA Constitution.

Policy overview and purpose

Social media is changing the way we communicate.

This policy provides practical guidance about using social media and other forms of electronic communication and sets out a framework for acceptable online behaviour where communications involve fellow MA members, volunteers, officials, coaches, sponsors, partners, staff and anyone else connected with our sport or clubs. It also deals with breaches of this policy.

Underlying principles

This policy complements Motorcycling Australia's (MA) Member Protection Policy and MA's core values being to conduct, encourage, promote, advance, control and administer motorcycle sport and other motorcycling activities throughout Australia for the mutual benefit of MA, its members and affiliates and motorcycling generally.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, 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 encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, 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 applies to everyone involved with the activities of MA, its members, partners and affiliates including affiliated clubs and members thereof whether they are in a paid or unpaid/voluntary capacity when using social media as:

I. an officially designated individual representing MA on social media; and/or
II. if you are posting content on social media in relation to MA that might affect MA's business, products, services, events, sponsors, members or reputation.

MOTORCYCLING AUSTRALIA

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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 MA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to MA may still be regulated by MA's other policies, rules or regulations.

Guidelines

You must adhere to the following guidelines when using social media related to MA or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, get advice or refrain from sharing the content to be on the safe side. As a quick checklist, you should:

a. Not criticise MA, sponsors, athletes, other organisations and their employees, volunteers or supporters, MA or its State Centres, Branches or Clubs;

b. Not harass, bully or intimidate or display any other form of inappropriate behaviour contrary to the MA Member Protection Policy;

c. Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;

d. Not defame any other person or entity;

e. Not do anything that breaches your terms of employment or membership;

f. Respond to others' opinions respectfully;

g. Not use any MA intellectual property or imagery without permission;

h. Acknowledge and correct mistakes promptly;

i. Take steps to ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;

j. Only disclose and discuss approved and publicly available information and content (including videos, audio and images);

k. Adhere to the terms for use of the relevant social media platform/website;

l. Adhere to MA policies;

m. Not post content that might otherwise cause damage to MA's reputation or bring it or the sport of motorcycling into disrepute;

n. Disclose your conflicts of interest; and

o. Not express a political affiliation in association with MA activities.

Protecting your privacy

Be smart about protecting yourself and your privacy. Content can become publicly available 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.

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

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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. 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.

Respect confidentiality and sensitivity

When using social media you should be considerate to others and 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.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

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

You must comply with copyright laws in relation to material owned by others including MA'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

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 may also be bound by MA's Member Protection Policy.

Dealing with mistakes

If you make 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 your membership of MA at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of MA

You must not use any of MA's intellectual property or imagery on your personal social media without MA's prior approval. This includes its:

- trademarks
- logos
- slogans
- imagery which has been posted on MA's official social media sites or website.

You must not create either an official or unofficial MA presence using MA's trademarks or name without MA's prior approval.

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

Policy breaches

MA continually monitors online activity relating to its activities and its members. Breaches of this policy include but are not limited to:

- Using MA 's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during competition would result in a breach of the competition rules.
- Posting or sharing any content in breach of MA 's Member Protection Policy or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to MA's social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing MA , 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 MA, its affiliates or members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to:

The Operations Manager
Motorcycling Australia Ltd
e: operations@ma.org.au

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Investigation

Alleged breaches of this social media policy may be investigated according to MA's General Competition Rules, its Member Protection Policy or according to its Constitution.

Where it is considered necessary, MA 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 MA 's Member Protection Policy. Disciplinary action may include:

- A warning or caution
- A suspended penalty
- A fine of up to $5,000
- A suspension of membership
- A suspension of an MA licence of up to 5 years
- A combination of any of the above.

Employees of MA who breach this policy may face disciplinary action up to and including termination of their employment.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under MA's General Competition Rules, its Member Protection Policy or under its Constitution.

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