



SOCIAL MEDIA POLICY

GUIDELINES FOR THE USE OF SOCIAL MEDIA

To be referred to in conjunction with the MotorSport NZ Social Media Policy

1. Mobile devices and social media should not be used while officials are on duty.

Your attention should always be to your officiating duties. Save the internet for your break or the end of the day.

2. Put yourself in the other person's shoes.

Take a moment to think before you post. If it was you someone was posting a picture or comment about, how would you feel?

3. Once it's out there, it's out there.

Never assume that something you post online is private. Comments, photos, statuses can all be copied, shown to friends, screen captured and saved or sent on by others. Always assume the person you are posting about will see your post.

4. If in doubt, leave it out.

If you have to stop and think about it, it probably means you should not be posting it! Remember, your online presence is part of your personal brand. What you say and do online affects how people perceive you.

5. Social media should not be used to make disparaging or negative remarks about competitors, officials, volunteers, event organisers, promoters or MotorSport NZ.

There can be serious consequences for misuse of social media. If you have an issue that needs resolving, there are appropriate channels through which you can do this. If you need advice on how to resolve an issue, call MotorSport NZ on 04 815 8015.

6. Never post photos or comments about a motorsport incident.

It is vitally important that we all respect the privacy of individuals involved in accidents or incidents, whether on or off track. Never, ever post photos, comments or information on social media or other online forum about an accident or incident. Remember point 2: Put yourself in their shoes.

7. Use social media as a tool to promote and encourage the development of our sport.

Social media is an amazing platform if used responsibly and for a positive purpose. Use it to promote events, clubs, activities and membership. Use it to spread the word about our great sport and keep it positive!



SOCIAL MEDIA POLICY

Issued: March 2019

Next review: March 2020

Introduction

MotorSport NZ Inc 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 NZ has a legitimate interest to make sure that social media is used responsibly in motorsport. This policy is broad in nature to accommodate the fast-changing landscape of social media.

Application

This policy applies to:

- (a) MotorSport NZ contractors, agents and employees;
- (b) individuals who hold a MotorSport NZ Licence (as defined in the MotorSport NZ National Sporting Code), i.e. competitors and officials, and;
- (c) members of MotorSport NZ Advisory Commissions, Departments and other MotorSport NZ endorsed groups or committees, and
- (d) individuals working in volunteer or paid roles at MotorSport NZ-permitted events.

This policy applies to these people when using social media in relation to MotorSport NZ and all MotorSport NZ-permitted events.

Objectives

This policy aims to:

- a) provide guidance as to how social media is used in relation to MotorSport NZ and each MotorSport NZ-permitted event (as defined in the MotorSport NZ National Sporting Code);
- b) state the potential consequences if social media is not used in accordance with this policy.

Related documents

For licenced competitors, this policy must be read in conjunction with the National Sporting Code.

For MotorSport NZ employees and contractors, this policy must be read in conjunction with your employment or professional contract.

For all people to whom this policy applies, you must also take into account the Privacy Act 1993.

Definition

Social media is defined as any type of electronic public forum that enables people to create and share content or engage in social networking. Common examples include Twitter, Facebook, Instagram, blogs, forums, content sharing and uploading, etc.

This policy does not apply to the use of social media in your personal and other areas of life which are not related to MotorSport NZ, MotorSport NZ-permitted events and MotorSport NZ affiliated clubs but don't assume that this removes the association or reflection on MotorSport NZ completely.

MotorSport NZ views misuse seriously and any believed misuse of social media platforms or misrepresentation of Motorsport NZ or motorsport in New Zealand in general in the public arena should be communicated directly to and dealt with by the CEO.

Policy principles

When using social media, you must:

- (a) remember that the internet is not anonymous, that 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) not use social media or your phone when on duty, unless necessary in your specific role;
 - (iii) comply with all signage, barriers and other markers noting where individuals should be; and
 - (iv) follow all directions
- (c) be careful in recording and sharing images of children at an event.

Prohibited use of social media:

It is prohibited to use social media in relation to MotorSport NZ, MotorSport NZ-permitted event and MotorSport NZ affiliated clubs in the following ways:

- (a) acting in a way which is unlawful or in breach of MotorSport NZ's rules, policies or procedures;
- (b) sharing confidential information obtained in confidence through your interactions with MotorSport NZ (such as in relation to MotorSport NZ'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 NZ, the club or event you are representing or motorsport in general into disrepute;
- (g) unlawfully taking images and sharing content on social media without obtaining necessary consents. It is your responsibility to ensure that, at all times, 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 persons under the age of 18;
 - (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.);
- (h) where it interferes with your role at an event or creates a safety risk; or
- (i) any other manner which brings MotorSport NZ or motorsport in general into disrepute;

Actions around Social Media:

- (a) you are not permitted to set up social media accounts for club purposes without prior consultation with their Club;
- (b) If you see content in social media that disparages or reflects poorly on MotorSport NZ, our Sport or our stakeholders, you should report it to your Club or MotorSport NZ. All members of MotorSport NZ are responsible for protecting our reputation and the reputation of New Zealand motorsport as a whole.

Please note: An event may have its own social media policy (such as Supercars events) that you may also be required to comply with in addition to this policy.

Consequences

MotorSport NZ monitors social media on a regular basis. It may look in to allegations that social media has been abused and act under this policy or other relevant regulations.

If you are in breach of this policy, MotorSport NZ may take appropriate disciplinary or legal action against you. This 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 NZ National Sporting Code.

MotorSport NZ will provide you with the reasons for any disciplinary action it takes and a reasonable opportunity to respond.

MotorSport NZ social media presence

Authority to approve the establishment of any MotorSport NZ social media presence rests with the CEO, and a staff member or contractor will be identified as having responsibility for maintaining the site.

Any staff member or contractor given responsibility for a MotorSport NZ social media presence must ensure that the information posted on the site is:

- a) up to date and includes appropriate links to the MotorSport NZ website,
- b) accurate and factually correct,
- c) professional in tone and style.

If you have any questions relating to this policy, please don't hesitate to contact MotorSport New Zealand on admin@motorsport.org.nz or 04 815 8015.

Thank you for your cooperation.