

# SOCIAL MEDIA POLICY

**Issue Date:** 15 December 2023

**Next Review Date:** December 2024

## Introduction:

MotorSport New Zealand Inc recognises the significant benefits of social media and its widespread use in motorsport. It offers great opportunities to communicate and engage with motorsport members and followers.

Motorsport New Zealand has a responsibility to promote the safe and responsible use of social networking and to raise the awareness for everyone involved in motorsport of the potential risks and to promote best practice.

Participants should be aware that comments which bring the sport into disrepute, or are threatening, abusive, indecent or insulting, may lead to disciplinary action in accordance with the National Sporting Code.

Comments that include a reference to a person's ethnic origin, race, nationality, faith, gender, sexual orientation or disability may attract a severe disciplinary sanction. Comments can also attract civil and criminal action as per the Harmful Digital Communications Act 2015.

This policy is broad in nature to accommodate the fast-changing landscape of social media.

## Objectives of Policy

This policy aims to:

- (a) Provide guidance regarding how social media is used on MotorSport New Zealand official channels and for MotorSport New Zealand permitted events (as defined in the MotorSport New Zealand National Sporting Code); and
- (b) Outline the use of MotorSport New Zealand content on personal social media channels; and
- (c) State the potential consequences if social media is not used in accordance with this policy

## Application and Scope of Policy

This policy applies to:

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

## 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 X (previously called Twitter), Facebook, Instagram, YouTube, Snapchat, TikTok, blogs, forums or others.

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 New Zealand, MotorSport New Zealand-permitted events and MotorSport New Zealand affiliated clubs but don't assume that this removes the association or reflection on MotorSport New Zealand completely.

MotorSport New Zealand takes any misuse of social media platforms seriously and any instances of the misuse of platforms or misrepresentation of MotorSport New Zealand 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, said or posted once it has been shared; and/or
- (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 New Zealand, MotorSport New Zealand-permitted event and MotorSport New Zealand affiliated clubs in the following ways by:

- (a) acting in a way which is unlawful or in breach of MotorSport New Zealand's rules, policies or procedures;
- (b) sharing confidential information obtained through your interactions with MotorSport New Zealand (such as in relation to MotorSport New Zealand'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 reasonably be 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 New Zealand, 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 New Zealand 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 and written agreement from the Club;
- (b) if you disclose your affiliation to MotorSport New Zealand as an associate in any form, you must also state that your views do not represent those of the Sport. For example, you could state, "the views in this posting do not represent the views of MotorSport New Zealand." You should also ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your volunteering role.
- (c) If you see content in social media that disparages or reflects poorly on MotorSport New Zealand, our Sport or our stakeholders, you should report it to your Club or MotorSport New Zealand. All members of

MotorSport New Zealand 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 New Zealand 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 legislation.

If you are in breach of this policy, MotorSport New Zealand may take appropriate disciplinary or legal action against you. This action may include, but is not limited to cancellation of a licence or membership, exclusion from an event, or imposition of a penalty under the MotorSport New Zealand National Sporting Code.

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

## MotorSport New Zealand official social media channels

Authority to approve the establishment of any MotorSport New Zealand 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 New Zealand social media presence must ensure that the information posted on the site is:

- (a) up to date and includes appropriate links to the MotorSport New Zealand 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](mailto:admin@motorsport.org.nz) or 04 815 8015.

## Related documents

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

For MotorSport New Zealand 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 2020.

Thank you for your cooperation.



Elton Goonan  
Chief Executive Officer  
MotorSport New Zealand

# GUIDELINES FOR THE USE OF SOCIAL MEDIA

TO BE READ TO IN CONJUNCTION WITH THE  
MOTORSPORT NEW ZEALAND SOCIAL MEDIA POLICY



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- 1. Mobile devices and social media should not be used while officials are on duty.**  
Your attention should always be on your officiating duties. Save the internet for your break or the end of the day.
- 2. Put yourself in the other person's shoes.**  
Always 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, status 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 New Zealand.**  
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 New Zealand on 04 815 8015.
- 6. Never post photos or comments about a serious motorsport incident.**  
It is vitally important that we all respect the privacy of individuals involved in serious accidents or incidents, whether on or off track. Never, ever post photos, comments or information on social media or other online forum about a serious 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!
- 8. Refrain from expressing discontent online; instead pick up the phone or give us call.**  
We're always open to constructive feedback, don't be afraid to reach out to the MotorSport New Zealand team with your feedback or suggestions. Comments on social media don't help drive change, direct contact does.