



## SOCIAL MEDIA POLICY

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Drafted by	Kelvin O'Reilly	Approved by Board on	3 March 2014
Responsible person	CEO	Scheduled review date	1 December 2014
<b>Status</b>	<b>Public</b>		

### INTRODUCTION

Australian Karting Association Ltd trading as Karting Australia ("KA") recognises social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. KA is committed to ensuring that social media is used responsibly by participants in the sport of karting insofar as it relates to the activity and the sport of karting generally.

### Scope

This policy applies to all KA Staff, Officials, Volunteers, Competitors, Drivers, Parents and or Guardians of Competitors, related entities to Competitors and Ordinary Members and Affiliated Clubs.

### Definitions

In addition to the definitions in the KA Manual, the following definitions apply to this policy:

#### **Staff**

A paid employee or contractor of KA

#### **Members**

A member of KA in accordance with the Constitution and the KA Rules including Drivers, Competitors, Parents, guardians and related entities to Drivers and Competitors

#### **Volunteers**

Unpaid/Honorary representatives engaged on authorised and approved KA business, including but not limited to Officials, Stewards, Chaplains, Medical Staff, Board, Commission & Committee members.

#### **Board Members (The Board)**

Directors of the KA Board.

### Policy Objective

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, KA recognises the benefits of social media as an important tool for the promotion of motorsport and for the engagement of its members.

This policy aims to provide some principles to follow when using social media. This policy does not apply to the personal use of social media platforms by KA Staff, Members or Volunteers where the KA Member, Volunteer or Staff member makes no reference to KA or related issues.

The following standards apply to work use and personal use of social media at any time when it has a clear and close connection with KA.

1. Always follow relevant KA policies.
2. Do not act unlawfully (such as breaching copyright) when using social media.
3. Make sure your personal online activities do not interfere with the performance of your job.
4. Be clear that your personal views are yours, and not necessarily the views of KA.
5. Do not disclose confidential information obtained through work or when volunteering at a KA/motorsport event.



KA reserves the right to monitor for any purpose all communications and access usage via the company computer systems. All communications, information or materials delivered via such resources must be transmitted, stored, and accessed in a manner that safeguards appropriate confidentiality.

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### Relevant technologies

This policy includes (but is not limited to) the following specific technologies:

- LinkedIn
- Twitter
- Facebook
- Personal web sites
- Google+
- Content sharing include Flickr (photo sharing) and YouTube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites, or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or KA as an organisation.

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### Policy Statement

The web is not anonymous. KA Members, Staff and Volunteers should assume that everything they write can be traced back to them.

Due to the unique nature of KA, the boundaries between a Member's profession, volunteer time and social life can often be blurred. It is therefore essential that Members and Volunteers make a clear distinction between what they do in a personal or professional capacity and what they do, think or say in their capacity as a volunteer for KA.

When using the Internet for professional or personal pursuits, all Staff, Members and Volunteers must respect the KA brand as well as other KA Staff, Members and Volunteers and KA processes and procedures.

For KA Members, Volunteers and Staff using social media, such use:

- Must not contain, or link to, libelous, defamatory or harassing content.
- Must not comment on, or publish, information, photos or video that is confidential or in any way sensitive to KA, its affiliates, partners or sponsors, and care should be taken to ensure the appropriate person at a club/branch/state or management level has given written consent to create the post, page or forum.
- Must not publish information that should not be made public and seek permission to publish others information before doing so. If unsure whether information can be made public, do not publish it and seek advice.
- Must ensure that personal online activities do not interfere with their job performance, this includes using mobile devices unnecessarily while performing duties.
- Should refrain from posting any information or photos of a sensitive nature: this could include track condition, driver condition, accidents, incidents etc.

Officials may post appropriate comments and photos at the end of the meeting or while on a break from their duties. However, please always think before posting.

Under no circumstance should offensive comments be made about KA Members, Volunteers or Staff online. Cyber bullying is an offence. See the KA Member Protection Policy and the KA Anti-Discrimination, Harassment and Bullying Policy for information on cyber bullying.



Social networking sites allow photographs, videos and comments to be shared with thousands of other users. KA Staff, Members and Volunteers must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a motorsport event will not appear publicly on the Internet. In certain situations, KA Staff, Members or Volunteers could potentially breach the Privacy Act or inadvertently make KA liable for breach of copyright.

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### **Breach of Policy**

Detected breaches of this policy should be reported to KA.

If detected, a breach of this policy may result in disciplinary action from KA. A breach of this policy may also amount to breaches of other KA policies, including the Member Protection Policy and the KA Anti-Discrimination, Harassment and Bullying Policy. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with KA and legal proceedings.

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### **Related Policies**

Member Protection Policy

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### **Policy Manager**

CEO