



SOCIAL MEDIA POLICY

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Drafted by	CEO	Approved by Board on	3 March 2014
Responsible person	CEO	Reviewed By Board	24 February 2017
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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, Members – including Ordinary Members and Affiliated Clubs and Members of Affiliated Clubs (“**Covered Persons**”).

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.

Relevant technologies

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

- LinkedIn
- Twitter
- Facebook
- Web sites
- Google+
- Snapchat
- Video streaming sites
- Per to peer web sites
- Content sharing sites including 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 that is posted online where information is shared that might affect members, colleagues, clients, sponsors or KA as an organisation.

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.

The increasing 'dark usage' of social media to disparage, condemn, belittle, humiliate and 'troll' people (to "Offend" or "Offending") is a concerning trend that should be universally condemned and that has no place in and around our sport. Anything that gets posted on Social Media including sites like Facebook, Twitter or forums including KartBook goes into the public domain. If such posts are meant to Offend or can be interpreted as Offending then these posts could bring the sport of karting into disrepute.

This policy aims to provide some principles to follow when using social media so that Covered Persons do not Offend others and potentially breach this Policy.

This policy does not apply to the personal use of social media platforms by Covered Persons where the Covered Person makes no reference to KA or related issues.

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

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

OFFENDING CONDUCT - Cyber-bullying, Harassment, Offensive Conduct On-line

Cyber-bullying or stalking occurs when someone engages in offensive, menacing or harassing behaviour through the use of technology. It can happen to people at any age, any time, and often anonymously.

Examples of cyber-bullying, harassment, offensive conduct on-line include but are not limited to:

- posting hurtful messages, images or videos online
- repeatedly sending unwanted messages online
- sending broadcast emails to large numbers of recipients
- sending abusive texts and emails
- excluding or intimidating others online
- creating fake social networking profiles or websites that are hurtful
- nasty online gossip and chat, and
- any other form of digital communication which is discriminatory, intimidating, intended to cause hurt or make someone fear for their safety.

Cyber-bullying, harassment, offensive conduct on-line is a breach of KA's National Competition Rules and KA Policies including but not limited to:

- Member Protection
- Code Of Conduct
- Social Media
- Anti-Discrimination Harassment and Bullying Policy

More extreme cases may also be a breach of Australian law.

There are Australian laws which apply to serious online harassment, stalking and online bullying behaviour. Under the *Criminal Code Act 1995 (Cth)* it is an offence to use the internet, social media or a telephone to menace, harass or cause offence – offences carry heavy maximum penalties including jail time.

Policy Statement

The web is not anonymous. Covered Persons should assume that everything they write or re-publish online 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 KA staff, Members and volunteers and KA policies and procedures.

Competitors, Drivers, parents, guardians, support crew and support team members must respect their fellow Competitors, volunteers, Officials, the KA brand, KA processes and the sport of karting generally.

For Covered Persons 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/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;
- Should refrain from posting any information or photos of a sensitive nature: this could include track condition, driver condition, accidents, incidents etc.

When using social media, Covered Persons should ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers);
- Be very careful with the use of someone else's name in all posts – unless you have their permission to use it, then do not use it;
- Represent your own views and not impersonate or falsely represent any other person;
- Do not make or republish disparaging remarks or comments about the sport, Officials, Competitors and administrators;
- Do not use or republish abusive language and do not harass or threaten others;
- Do not make or republish defamatory or libelous comments;
- Do not use or republish insulting, provocative, hurtful or hateful language;
- Do not belittle any person;
- Do not use or republish obscene or offensive language;
- Do not post or republish material to KA's social media channels that infringes the intellectual property rights of others;
- Do not post multiple versions of the same view to KA's social media channels or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts to KA's social media channels;
- Do not include internet addresses or links to websites, or any email addresses in your post to KA's social media channels;
- Do not do anything that potentially contravenes any of KA's Policies.

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 Covered Persons or the sport of karting online.

Cyber bullying and breaching this Social media Policy are offences under KA Rules and Policies that could if proven lead to lengthy suspensions from the sport. See the KA Member Protection Policy and the KA Anti-Discrimination, Harassment and Bullying Policy for information on cyber bullying.

Breach of Policy

Detected breaches of this policy should be reported [as follows](#).

At or During a Race Meeting

If an alleged breach occurs [at or during a Race Meeting](#) in which you are [participating by another member who is participating in the same Race Meeting](#), you should report [it \(along with evidence that supports that a breach has occurred\)](#) to the Stewards of the Meeting for action.

Away From a Race Meeting

If an alleged breach occurs [at some other time](#), the matter may be dealt with in any of the following ways:

1. Report To Your Club

If the alleged breach involves another member of your Club, [report the matter \(along with evidence that supports that a breach has occurred\) to your Club Secretary](#). The Club Executive or the Club MPIO should try to resolve the matter between the Offended and the Offending persons.

2. Report to your State Association

- a) If a report to your Club in accordance with point 1 above does not result in satisfactory resolution of the matter, then the matter may be referred by the Club to your State Association Secretary for action. Such action may include:
 - Referral of the matter to a State Disciplinary Tribunal; or
 - Referral of the matter to KA for further assessment and action.
- b) If the alleged breach involves a person or persons from another Club, report the matter (along with evidence that supports that a breach has occurred) through your Club Secretary to the State Association for action. Such action may include:
 - Referral of the matter to a Disciplinary Tribunal; or
 - Referral of the matter to KA for further assessment and action

3. Report by KA

- a) The CEO shall have the discretion to refer any alleged breach of this policy to:
 - The National Tribunal Registrar with a request that the matter be referred to a Disciplinary Tribunal for hearing and determination as an offence under the National Competition Rules; and/or
 - An MPIO to be dealt with in accordance with the KA Member Protection Policy.

Related Policies

Member Protection Policy

Code Of Conduct

Anti-Discrimination Harassment and Bullying Policy

Policy Manager

CEO

APPENDIX A TO THIS SOCIAL MEDIA POLICY

Acceptable Use of Our Facebook Page and Social Media Channels

Karting Australia welcomes comments on our social media channels, including Facebook and Twitter. We want to hear from our fans about what they love about karting, what is happening in the world of Australian karting, upcoming events and your accomplishments

You are welcome to express your views, comments and ideas about Karting – you should keep your posts positive all times.

You should show courtesy and respect to others and must not use our social media channels to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose. Negativity and unconstructive comments do not advance the promotion of the sport of karting. You should refrain from making such comments.

When using our social media channels, please ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers);
- Be very careful with the use of someone else's name in all posts – unless you have their permission to use it – then do not use it;
- Represent your own views and not impersonate or falsely represent any other person;
- Do not make disparaging remarks or comments about the sport, Officials, Competitors and administrators;
- Are not abusive language and do not harass or threaten others;
- Do not make defamatory or libelous comments;
- Do not use insulting, provocative, hurtful or hateful language;
- Do not belittle any person;
- Do not use obscene or offensive language;
- Do not post material to KA's social media channels that infringes the intellectual property rights of others;
- Do not post multiple versions of the same view to KA's social media channels or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts to KA's social media channels;
- Do not include internet addresses or links to websites, or any email addresses in your post to KA's social media channels.

Karting Australia reserves the right to enforce this Acceptable Use policy at its discretion. Karting Australia may remove any posted messages that it considers to be in breach of our Member Protection Policy, our general Social Media Policy, this Policy, our Code of Conduct and our Anti-Discrimination Harassment and Bullying Policy. You may also be banned or blocked as a user with the right to comment from our social media sites.

Social Responsibility

Karting Australia is an equal opportunity organisation which values diversity. We are committed to the health, safety and general well-being of all our members and personnel. As an organisation we are dedicated to providing a safe environment free from bullying, harassment, discrimination and abuse for all of our members, Drivers, Competitors, Officials, administrators, volunteers and supporters.

Karting Australia is committed to ensuring that everyone associated with Karting activities complies with our Policies, including but not limited to our Member Protection Policy and Code of Conduct. Karting Australia adopts, and requires our Officials and administrators to adopt, a ZERO TOLERANCE approach to bullying, harassment, discrimination and anti-social behaviour.



STATEMENT ON SOCIAL MEDIA

From The Karting Australia Board and Member State Presidents

2 March 2016

Of recent times a number of active participants in Karting Australia sanctioned events have engaged in activities that are very clear breaches of our sport's Member Protection Policy including our Code of Conduct (and in some instances breaches of the law) that clearly bring our sport into disrepute.

They have used social media outlets including Facebook and Kartbook in the most unacceptable and irresponsible of manners to denigrate and defame members of the Karting Australia staff, Board, competitors (including junior competitors), suppliers and volunteer officials who give their service free of charge to our sport.

Not only have they made up and spread completely false and misleading information, some have fabricated and posted to these sites the most outrageous of lies.

Clearly their sole objective can only be to publicly denigrate and tarnish the reputations of good people. Foolishly, too many of our current karters, along with a large number of people who have absolutely no involvement whatsoever in our sport today have joined in this public and completely undeserving shaming of people by sharing and further commenting upon some of these posts.

Apart from causing harm and distress to the individuals concerned, this behaviour brings shame to karting, brings our sport into disrepute and is completely counterproductive to growing the sport of karting. Why would someone even contemplate joining our sport if they came across some of these outrageous posts (that pretend to be based in fact) on the internet?

Social media can be incredibly powerful when used properly and positively. If used as a legitimate promotional tool, it is cost effective and a great medium to drive participation in specific events and the sport generally. The Victorian Country Series promotion of their State Series and their recent first round event at Cobden is a great example of excellent promotion for the sport through social media.

Equally, it can be incredibly destructive and soul destroying when people decide to denigrate people and to make up and spread complete lies about people who are unable to defend themselves against, what at times has become a public lynch mob that just want to believe the worst about people and about the administration and administrators of our sport. Recently Facebook has shut down two public groups that have been the single greatest initiators of numerous hateful and defamatory statements and posts that are predominately about members of Karting Australia's staff, members of the Board and officials. Facebook do not take those decisions lightly. The person who set up these groups is not known to be a member of any Karting Australia affiliated club but for whatever reason he appears to have had repeated vendetta's against most people in any position of authority within the former AKA Inc. and now Karting Australia. Many of the 'followers' of these groups and commenters and initiators of the posts to the group are members of affiliated Clubs. Following is an extract from the Australian Karting Manual:

"Social Responsibility

KA is an equal opportunity organisation which values diversity. We are committed to the health, safety and general well-being of all our members and personnel. The organisation is dedicated to providing a safe environment free from bullying, harassment, discrimination and abuse for all of our members, Competitors, Officials, administrators, volunteers and supporters.

KA is committed to ensuring that everyone associated with Karting activities complies with our Policies, including but not limited to our Member Protection Policy and Code of Conduct. KA adopts, and requires our Officials and administrators to adopt, a ZERO TOLERANCE approach to bullying, harassment, discrimination and anti-social behaviour."

The Karting Australia Board along with our affiliated State Associations believe that enough is enough.

Collectively we will look to protect the interests of our sport and all those who are part of our sport. Transgressors and in particular, repeated transgressors are on notice that their behaviour will not be tolerated. Ignorance of our policies is no excuse.

There are long standing processes within the Australian karting structure to enable anyone who is actually involved in our sport (be that at Club member, State member or Karting Australia affiliated member level) to raise legitimate issues that are of concern to them or that they think may help the sport to grow.

That process does not now, nor will it ever involve the denigration of individuals nor a public discussion on Facebook or any similar social media site. Collectively we take this sport much more seriously than that. A sarcastic or defamatory Facebook comment that generally denigrates a person or a concept is not a discussion in which this sport will engage. If you wish to be taken seriously, then you need to act in a responsible manner. If you want your ideas to be taken seriously then bring them forward through the established process along with a potential solution that goes further than the hackneyed “because that’s how we’ve always done it” reason.

If your commentary on this sport amounts to little more than heckling from the side lines, bullying and criticising good people who have done no wrong or have simply volunteered their service so that you can race, then you need to rethink a great many things. Not the least of which is how you participate in our sport.

The hugely overwhelming majority of participants in this sport are great people who want to compete for the fun of it and for the sake of the sport. They are not interested in this sort of unacceptable and inappropriate material on social media. Nor do they want their sport dragged down and brought into disrepute by the actions of a few people who would do so, no matter who was in charge.

As the national and state bodies responsible for this sport, together we implore and encourage you as responsible members of the Australian karting fraternity, to call out bad behaviour whenever and wherever you see it and to not give oxygen to individuals and groups that would rather denigrate and harm individuals and our sport generally. Discrimination, defamation, harassment and bullying is unacceptable and will not be tolerated in our sport.

All Clubs throughout Australia need to act decisively on these matters. To do otherwise jeopardises the character and social fabric of our sport.

The February 2016 edition of “Play by the Rules” magazine has a very timely article “[Issues That Arise from the Use of Social Media](#)”. It is well worth a read.

IMPORTANT LINKS TO KARTING AUSTRALIA POLICIES

[Anti-discrimination, Harassment and Bullying Policy](#)

[Social Media Policy](#)

[Member Protection Policy](#)

Ends.

2 March 2016

Issued on behalf of:

Karting Australia Board

M. Doohan, M. Holzberger, C. Denton, C. Styring, P. Smith, R. Crawford

State Presidents of:

New South Wales
Tasmania

Northern Territory
Victoria

Queensland
Western Australia

South Australia