
P10 SOCIAL MEDIA AND ACCEPTABLE USE OF SOCIAL MEDIA

Scheduled Reviewed Triennially or as required

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Introduction

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 Member States 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
- Snapchat
- Video sites
- 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 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, libellous, 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 libellous 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:

- **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.
- **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
- **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

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' 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 libellous 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.