

MOTORCYCLING NSW
SOCIAL MEDIA
POLICY

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Title: Social Media Policy

Creation Date: June 2023

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Responsible Persons: Motorcycling NSW Board

Authority: This document is a Policy made pursuant to the Motorcycling NSW Constitution. MNSW may unilaterally introduce, vary, remove or replace this Policy at any time.

SOCIAL MEDIA POLICY

1. INTRODUCTION

- (a) Motorcycling NSW Limited (ABN 20 096 875 526) (**MNSW**) embraces Social Media and digital communication as a valuable tool to engage and connect with its members, riders, participants, supporters, sponsors and other key stakeholder groups, and recognises that Social Media is an important part of the way members and riders communicate.
- (b) However, with the rapid (and continued) growth and evolution of Social Media, MNSW also recognises the need for an overarching policy that ensures Relevant Persons who choose to use Social Media have an understanding about appropriate guidelines and boundaries.
- (c) The intention of this Social Media Policy (**Policy**) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet.

2. PURPOSE

- (a) The purpose of this Policy is to summarise MNSW's requirements of its Relevant Persons when using Social Media, whether for or on behalf of MNSW, engaging with MNSW or personally as a member of MNSW.
- (b) The aim of this Policy is to:
 - (i) ensure that Relevant Persons understand the organisation's approach to Social Media, and its expectations for the personal and/or professional use of online communication channels;
 - (ii) promote and encourage appropriate use of Social Media by Relevant Persons; and
 - (iii) govern the terms of use by Relevant Persons of MNSW-controlled or administered Social Media.
- (c) This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation, profitability and viability of MNSW as well as the rights and interests of Relevant Persons.

3. APPLICATION OF THE POLICY

- (a) This Policy applies to Relevant Persons. Under clause 26(c) of the MNSW Constitution, this Policy binds all members of MNSW as a by-law implemented by the board.
- (b) While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action being taken against Staff Members or any Relevant Person.
- (c) This Policy may be updated by MNSW from time to time.

- (d) This Policy applies to all communications published by Relevant Persons on Social Media.

4. DEFINITIONS

For the purpose of this Policy, the below definitions apply:

Associated Parties mean MNSW's members, riders, participants, sponsors, officials and volunteers.

Authorised User means a person authorised in accordance with clause 6(c) of this Policy to use Social Media on behalf of MNSW.

CEO means the Chief Executive Officer of MNSW from time to time.

Computer Network includes all Internet, email and computer facilities provided, supported or paid for by MNSW. It includes but is not limited to, desktop computers, laptop computers, mobile devices and any other means of accessing MNSW's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to MNSW's IT systems).

Confidential Information means information belonging to MNSW that is not known to the general public.

Event means any particular event or series of events, comprising Motorcycling and/or entertainment activities, conducted by, or under authorisation from, MNSW.

Improper Use means the use of Social Media in a way that does not comply with this Policy.

Intellectual Property means all rights or goodwill subsisting in copyright, business names, names, trademarks (or signs), logos, designs, patents or service marks (whether registered or registrable).

Internet means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

Motorcycling means motorcycling as defined in the MNSW constitution and administered by MNSW.

Relevant Persons mean and include:

- (a) MNSW employees;
- (b) MNSW authorised officials;
- (c) MNSW licence holders;
- (d) MNSW members;
- (e) MNSW riders and participants;
- (f) volunteers associated with MNSW; and
- (g) MNSW event and coaching promoters.

Staff Members mean all employees and contractors of MNSW, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of MNSW.

Policy means this Social Media Policy as amended from time to time.

Social Media means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- (b) internal Websites;
- (c) video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- (d) micro-blogging sites (including, but not limited to, Twitter);
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- (f) forums and discussion boards;
- (g) online encyclopaedias (eg Wikipedia);
- (h) instant messaging (including WhatsApp, SMS);
- (i) product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor);
- (j) vod and podcasting;
- (k) geospatial tagging (eg Foursquare); and
- (l) any other Websites that allow individual users or companies to use simple publishing tools.

Websites mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, Yammer, WhatsApp and any other website or application where content can be shared and peer to peer networking conducted.

5. POLICY GUIDELINES AND PROCEDURES

- (a) The use of Social Media should be regarded as an essential and convenient tool in day-to-day business and will be treated as such. It must, however, be used in a manner that upholds the policies and procedures of MNSW and in a way that reflects the responsible and upstanding principals of the organisation.
- (b) The use of Social Media should be appropriate, responsible and ethical. All communication posted, shared or sent on Social Media should be considered official communications of MNSW, in the same manner as documents on MNSW letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of MNSW.

- (c) The following are guiding principles for the use of Social Media, which are at all times subject to the specific provisions of this Policy:
 - (i) the Internet is not anonymous. Assume that everything written can be traced back to its original source;
 - (ii) due to the unique nature of sport and sporting organisations, the boundaries between work, volunteer time and social life can often be blurred. It is therefore essential that Social Media users make a clear distinction between the actions they take in a professional capacity and the actions they take or the things they say in a personal capacity; and
 - (iii) honesty is always the best policy, especially online - it is important that Social Media users think of the Internet as a permanent record of online actions and opinions.

6. MNSW BUSINESS USE

- (a) Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of MNSW.
- (b) Any Authorised User may provide authorisation to other Staff Members, but only where written confirmation from the MNSW CEO has been supplied.
- (c) To become an Authorised User of specific Social Media, a Staff Member must gain the approval of the MNSW CEO in writing.
- (d) Once a Staff Member has received authorisation to use Social Media for and on behalf of MNSW, the Staff Member must:
 - (i) comply with the terms of this Policy;
 - (ii) disclose that they are an employee/contractor of MNSW;
 - (iii) use only authorised MNSW accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
 - (iv) disclose and comment only on information classified as information already within the public domain;
 - (v) ensure that all content published is accurate and not misleading, and complies with all relevant MNSW policies and other relevant requirements;
 - (vi) comment only on the Staff Member's area of expertise and authority;
 - (vii) ensure comments are respectful; and
 - (viii) adhere to the terms of use for the Social Media platform or website being used.

(e) The Staff Member must not:

- (i) do anything that may cause harm to the business, brand, reputation or rights of MNSW or its Associated Parties or the Events;
 - (ii) disclose information about an MNSW stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and MNSW;
 - (iii) disclose any Confidential Information without the appropriate written approval; or
 - (iv) post any material that might otherwise cause or be likely to cause damage to MNSW or its Associated Parties' reputation, or bring or be likely to bring MNSW, its Associated Parties, the Staff Member, the Events or Motorcycling into disrepute.
- (f) Staff Members are encouraged to contact MNSW's Authorised Users with any Social Media requests so MNSW can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by MNSW Authorised Users.
- (g) At all times when using Social Media for and on behalf of MNSW, Staff Members must comply with this Policy and any training, directions and guidance provided by MNSW about how to use Social Media.
- (h) Where accessing Social Media via the Computer Network, all Relevant Persons must:
- (i) do so in accordance with MNSW's 'Internet and Email Policy' within the Employee Handbook;
 - (ii) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and
 - (iii) not spend unreasonable amounts of time using Social Media that is unrelated to their official duties.
- (i) MNSW must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official MNSW website or social media platform.
- (j) All MNSW Website activity, including the use of Social Media, must be approved by the MNSW CEO unless otherwise authorised under this Policy.

7. PERSONAL USE

- (a) Relevant Persons should be aware that communications made through Social Media have the potential to impact on MNSW and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with MNSW.
- (b) Relevant Persons must take their employment or affiliation with MNSW into account when using Social Media, particularly in the following circumstances:

- (i) Social Media use that has the capacity to damage the Relevant Person's professional reputation;
 - (ii) Social Media use that has the capacity to damage the reputation of MNSW, Motorcycling or the Events;
 - (iii) Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues; and
 - (iv) Social Media use that breaches another of MNSW's policies.
- (c) When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:
- (i) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of MNSW or their connection with MNSW. The Relevant Person may wish to use a disclaimer such as "*any views expressed on this site/account are those of the author only*" or "*these views are personal and mine alone*";
 - (ii) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to MNSW or its Associated Parties, Motorcycling or the Events;
 - (iii) not post any material that might otherwise cause or be likely to cause damage to MNSW's reputation, or the reputation of Motorcycling or the Events, or bring or be likely to bring MNSW, the Relevant Person, Motorcycling, the Events or the Associated Parties into disrepute;
 - (iv) not post content that is in breach of one or more of MNSW's policies;
 - (v) not disclose information about MNSW or its operations that is confidential or likely to cause harm to MNSW or its Associated Parties;
 - (vi) only disclose and discuss publicly available information;
 - (vii) not use or disclose MNSW's Intellectual Property or Confidential Information, including but not limited to MNSW's logos, an MNSW email address or insignia;
 - (viii) not use the identity or likeness of a Staff Member;
 - (ix) ensure that they are respectful of others at all times and comply with MNSW's policies if they interact with (or about) MNSW-related matters;
 - (x) adhere to the terms of use of the relevant Social Media; and
 - (xi) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

- (d) In compliance with MNSW Internet and Email Policy' within the Employee Handbook, personal usage should be limited and must not impact negatively on MNSW.

8. MONITORING & PRIVACY

- (a) While it is not MNSW's usual practice to do so, MNSW may intercept or monitor Staff Members' use of Social Media on the Computer Network.
- (b) This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using MNSW's Computer Network facilities, the Staff Member is deemed to have consented to such monitoring by MNSW.
- (c) MNSW may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with MNSW's Privacy Policy.
- (d) MNSW strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

9. RESPONSIBILITIES

- (a) All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.
- (b) In particular, Relevant Persons are required to:
 - (i) comply with this Policy;
 - (ii) report any perceived incidence of non-compliance with this Policy to MNSW, and to maintain confidentiality while the incident is being resolved; and
 - (iii) contribute to the elimination of the Improper Use of Social Media from MNSW's work environment.
- (c) If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to MNSW, they should report the circumstances via email to the following contact:

MNSW CEO
Motorcycling NSW Limited
dr@motorcycling.com.au
9 Cooper Street
Smithfield NSW 2164

10. CONSEQUENCES

- (a) If directed by MNSW, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of MNSW, may breach this Policy.
- (b) A Relevant Person who breaches this Policy may be responsible for any loss suffered by MNSW, or it's Associated Parties.
- (c) If a claim that Social Media has been used improperly is substantiated, disciplinary action, including but not limited to under the MNSW Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The outcomes could include, but are not limited to:
 - (i) a formal apology;
 - (ii) a warning;
 - (iii) suspension or termination of membership; or
 - (iv) termination of employment (with or without notice).
- (d) Breaches of this Policy will be dealt with in accordance with the complaints handling and disciplinary procedures under MNSW's Constitution or delegated by-laws.

11. REFERENCES

This Policy must be adhered to, in conjunction with the following MNSW and other rules and policies:

- (a) Constitution;
- (b) Director Code of Conduct;
- (c) Employee Handbook, including 'Internet and Email Policy' within;
- (d) Motorcycling Australia Member Protection Policy; and
- (e) Privacy Policy.



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