



SOCIAL MEDIA POLICY

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Benefits of Facebook for our Club:

- Facebook is a no cost marketing strategy.
- Share basic information about the Club.
- We can publicise our Club name, address, contact details and events.
- Share pictures and videos which can be a powerful way to communicate with competitors/spectators and potential members allowing them to see our Club without having to visit our premises or events.
- Raise Club awareness and promote positive word of mouth.

1. Policy Statement

The Sporting Car Club of SA Inc. (SCCSA) Social Media Policy has been developed to serve the best interests of its members. Social networking through the use of internet-based and other electronic social media tools are integrated into everyday life. SCCSA recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about the SCCSA, its members and sponsors.

SCCSA is committed to supporting people's rights to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in Social Media.

2. Meaning of Social Media Applications

Social media are interactive online tools that can be used to easily publish content or access information such as blogs, internet forums or pictures. Examples of Social Media Applications are Facebook, YouTube, Instagram and Twitter etc. These tools can be used to submit comments and enter into discussions with others online.

3. Application of the Policy

3.1 SCCSA appreciates the value of using electronic communication tools and social media to build more meaningful relationships with SCCSA members and clubs. However SCCSA will not tolerate any behaviour whereby a SCCSA policy is in breach or in risk of being breached.

3.2 All use of Social Media platforms which are directly governed by, or relate to the operations of, SCCSA, will be regulated by the SCCSA relevant Code of Conduct.

4. Prohibited Activity

4.1 Sporting Car Club of SA Inc. members must not do any of the following:

- Display any SCCSA logo on any blog
- Represent or imply that the blog is authored or sanctioned by the Club
- Disclose or publish any confidential information about SCCSA, its members or sponsors.
- Discuss SCCSA business
- Ridicule any SCCSA member, staff, official, competitor, sponsor or supplier

- Uploading of inappropriate website content and engaging in blogs that harass, bully, offend, intimidate or humiliate any SCCSA member, staff, official, competitor, sponsor or supplier.
- State or display anything that would have a negative impact on SCCSA's image or reputation.

4.2 *Cyber Bullying*

Bullying and harassment in all forms is regarded by SCCSA as unacceptable. Given the emergence of new telephone and internet social networks, the opportunity for unwanted and improper comments and statements has dramatically increased. Messages or statements made in these ways using these means of communication are largely instantaneous, and can easily be abused. Others may also manipulate a person by encouraging a statement to be made on Twitter or Facebook, for example, when the writer may be upset or vulnerable.

Bullying has the potential to cause great anxiety and distress to the person who has been the target of any comments or statements. In some cases, bullying is regarded as a criminal offence punishable by imprisonment, amongst other things. Frustration at an official, fellow member, staff, fellow competitor, or sporting body should never be communicated on social network channels, but rather by way of reasoned and logical verbal and written statements, and where appropriate, complaints, to SCCSA Management.

4.3 *Comments of an Offensive Nature*

SCCSA acknowledges that Club members have the right to contribute content to public communications on websites not operated by the Club, such as Facebook or twitter. However, inappropriate use of such communication has the potential to cause damage to the SCCSA, its officials, its members and sponsors.

SCCSA members should be aware that any comments or opinions expressed via Social Media Applications that are defamatory, discriminatory, slanderous, offensive or intimidating about a SCCSA member or the Club could be considered illegal and may lead to prosecution.

SCCSA members must not publish any material that may expose the Club to any possible legal liability. Examples include, but are not limited to, defamation or discrimination of any sort.

5. Social Media Guidelines

SCCSA members need to be very mindful, once comments are made or published; they are in public for a long time, and hard to retract.

SCCSA recommends:

- Do not include personal information of yourself or others in social media channels
- Do not use offensive, provocative or hateful language
- Use your best judgment – do not publish something that makes you the slightest bit uncomfortable, and never write/publish if you are feeling emotional or upset (or are intoxicated)
- Always ask a parent/caregiver for permission before posting the picture of a child on a social networking forum. This is especially important due to legal requirements eg Custody Battles.
- Never comment on rumours, do not deny or affirm them or speculate about rumours
- Always use social network forums to add value and promote the sport in a positive way

6. Media Communication

SCCSA members, who are contacted by the Media regarding the Club in any way, should contact the SCCSA General Manager in the first instance. Unless expressly authorised by the Club, Club members are prohibited from dealing with the media of whatever kind and are not authorised to give details regarding the SCCSA or its operations.

7. Policy Breaches and Consequences

7.1 Any behaviour that is inconsistent with the Code of Conduct (including members, officials, competitors and staff) and is directly related to SCCSA may constitute a breach of this policy.

7.2 Examples of inappropriate behaviour may include, but is not limited to, uploading of inappropriate website content and engaging in blogs that harass, bully, offend, intimidate or humiliate any SCCSA member, staff, official, competitor, sponsor or supplier.

7.3 The SCCSA states that members and staff must at all times comply with the rules, the Code of Conduct and all standards, policies, regulations, rules, determinations and resolutions which may be passed by the Club.

7.4 The SCCSA Code of Conduct applies to social media engagement. Inappropriate use of social media could fall into the category of bringing the SCCSA into disrepute; for example, if members made comments deemed to be harassing, obscene, defamatory, libellous, threatening, hateful or embarrassing to any person or entity.

In such circumstances, or if any of the points above are breached, it will be referred to the SCCSA Management Committee.

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