



## **Pakenham Auto Club**

**PO Box 21**

**Pakenham Vic 3810**

### **SOCIAL MEDIA POLICY**

**Version 1.20 Issue Date 15/01/2020**

## **1. Objective of Policy**

The objective of this Policy is to:

1. regulate how social media is used on Pakenham Auto Club official channels including Facebook and Instagram;
2. outline the use of Pakenham Auto Club content on personal social media channels; and
3. minimise the risks of inappropriate social media use by all Pakenham Auto Club representatives and members.

## **2. Scope of Policy**

This Policy applies to Pakenham Auto Club committee, members, officials and volunteers. This policy also covers off the use of personal social media pages or posts that are used to represent Pakenham Auto Club in any way.

## **3. Definitions**

Capitalised terms used in this Policy have the following meanings unless stated otherwise:

1. **Pakenham Auto Club** means the Pakenham Auto Club Inc.
2. **Social media** means all online social networking sites, including (but not limited to) Facebook, Twitter, Instagram, Snapchat, WhatsApp etc.
3. **Pakenham Auto Club Members** means all financial club members as well as those individuals who have requested to join any of the social media groups that represent Pakenham Auto Club.

## **4. Official Pakenham Auto Club Social Media Channels**

Pakenham Auto Club recognises the significant benefits social media provides to communicate directly with our membership and the general public. As such all official channels are managed by the Pakenham Auto Club Marketing and Publicity Co-Ordinator and content is posted at its discretion.

No Pakenham Auto Club social media pages may be set up without prior approval from the Club President and Marketing and Publicity Co-Ordinator.

## **5. Prohibited use of social media**

Every Pakenham Auto Club member is entitled to use their own personal social media channels, however there should be no use of social media which is unlawful, or in breach of Pakenham Auto Club's rules, policies and guidelines.

All Pakenham Auto Club members and committee should be aware that having social media accounts set to 'private' does not excuse them from adhering to the particulars of this policy.

The following content is also considered a breach of this policy:

**Confidential matters** – sharing confidential information obtained in confidence through interactions with Pakenham Auto Club is strictly forbidden;

**Inappropriate content** – sharing any private, indecent, illegal, pornographic or sensitive content on social media is not permitted;

**Intimidatory behaviour** – acting or posting in a way which may be reasonably seen as bullying, harassment, offensive behaviour, discriminatory, threatening or damaging to others;

**Safety risks** – posting any content which is deemed to interfere with the safe running of an event;



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**Consent** - unlawfully taking images and sharing content on Social Media without obtaining necessary consents. It is each person's responsibility to ensure all necessary consents as required at law from individuals is provided before sharing any images, text, recordings, etc. of a person. Situations where extra vigilance should be used include:

(A) recording and sharing images of those under 18;

Note: Obtaining parental consent is advised and may be required at law in certain situations.

(B) sharing recordings or images where an event is also being broadcast which places a person in breach of the licencing agreements in place;

(C) using trademarks and other people's material over which they have copyright;

(D) sharing images of sensitive or private areas (such as pit garages, stewards' rooms, rest rooms, etc.);

**Disrepute** – any other manner which brings Pakenham Auto Club or motorsport into disrepute.

## **6. Keeping safe with social media**

1. When using social media it is important to keep the following points in mind:

a. The internet is not anonymous or private – anything shared online or in any private message online has the potential to be shared with others – think about any message sent – would a reasonable person want to see it on the front of the newspaper? This includes apps such as Snapchat where it may appear the image is only visible briefly – there are many secret screen recording apps available that mean nothing is ever deleted;

b. the use of social media must not impact the safety of any person at an event and the following points must be considered:

(A) always act safely and take responsibility for the safety of others;

(B) except as necessary or required, social media should not be used on a mobile phone when on duty;

(C) all signage, barrier and other markings must be complied with;

(D) all directions of officials and other Pakenham Auto Club committee must be followed.

2. The importance of recording and sharing images of children at an event should always be considered. At a minimum the guidelines issued by each individual state government should be followed, keeping in mind that consent is likely to be required for any child under 18.

3. All social media users representing Pakenham Auto Club should avoid making official comment on behalf of Pakenham Auto Club and in particular;

a. avoid commenting on judicial outcomes on personal pages;

b. posting criticism of stewards or officials;

c. not engage in arguments or debates with competitors or other motorsport stakeholders on matters to do with their role at Pakenham Auto Club.

## **7. Implications for Non-Adherence**

Any breach of this Policy may result in disciplinary action being taken by Pakenham Auto Club. Disciplinary action may include but not be limited to suspension of duties or obligations (in the case of a Committee Member) or removal from social media and/or exclusion from events for Pakenham Auto Club members.

Non-compliance with this policy presents significant risks for Pakenham Auto Club.



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## 8. General

The Policy Manager is the Marketing and Publicity Co-Ordinator, to whom any questions in relation to this Policy should be directed.

This policy will be reviewed every year if not sooner.

Policy Creation Date	15 <sup>th</sup> January, 2020
Policy Review Date	10 <sup>th</sup> January, 2021
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