



# ELECTRONIC AND SOCIAL MEDIA POLICY

<b>Short description</b>	This policy aims to provide some guiding principles to follow when using Electronic Communications and Social Media.
<b>Relevant to</b>	SCCA members, staff, officials, affiliates, support people, contractors
<b>Authority</b>	SCCA Executive
<b>Responsible Area</b>	Risk and Compliance
<b>Date introduced</b>	August 2013
<b>Date(s) modified</b>	June 2019 – Penalty Matrix added
<b>Review Schedule</b>	As required

## 1. Introduction

In this new era of social media and enhanced electronic communication is the increased risk to do or say things that others might take offence.

The Sprintcar Control Council of Australia Inc (SCCA) and its State and Territory Member Clubs (SMC's) recognise the importance of the increased usage of electronic mediums to communicate and encourage responsible and ethical online behaviour.

Due to the immediate nature of communication to a wide audience using channels such as email, Facebook, Twitter, YouTube, Flickr, LinkedIn, My Space, Wikipedia and SMS, participants need to be very mindful of a few key matters that could lead to inappropriate use of new media, at times unintended, and at other times without a proper understanding that once comments are made or published, they are in public for a long time, and hard to take back (retract).

This policy sets out a framework for acceptable online behaviour where communications involve fellow SCCA SMC members, affiliates, drivers, car owners, pit crew, volunteers, officials, consultants, sponsors, partners, staff and anyone else connected with our sport or clubs.

The policy covers such things as the guiding principles, usage, intellectual property, official SCCA social media, consideration to others and what happens if there is a breach of policy.

Please be aware this policy **does** apply where reference is made to SCCA, the SMC's, affiliates, SMCs' members, drivers, car owners, pit crew, staff, clubs, volunteers etc, even if made on your personal pages. The policy is not designed to restrict fair comment and criticism, but it is designed to ensure fair play in making those comments and criticisms.

## 2. Purpose

- 2.1 The Sprintcar Control Council of Australia Inc (SCCA) and the State Member Clubs (SMC's) Electronic and Social Media and 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. The importance of the internet has been recognised within the Sport to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and partners.
- 2.2 The SCCA and SMCs are committed to supporting your right to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in Social Media.
- 2.3 It is important that the SCCA, its SMCs, SMC members, drivers, car owners, affiliated clubs and officials' (hereafter referred to as the Organisation) reputations are not tarnished by anyone using electronic communications or social media tools inappropriately, particularly in relation to any content that refers to the Organisation. When someone clearly identifies their association with the Organisation, and/or discusses their involvement in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with the SCCA's and the SMCs stated values and policies.
- 2.4 This policy provides guidelines to assist to open up a respectful, and knowledgeable interaction with people on the internet. It also protects the privacy, confidentiality and interests of current and potential members and SMC members.
- 2.5 This policy does not apply to the personal use of electronic communications and social media platforms by SCCA members, affiliates or staff where the user is referring to issues other than sprintcar racing, SCCA, SMCs, SMC members, affiliated clubs, officials and events.

## 3. Scope

- 3.1 This policy applies to SCCA, State Member Clubs and their members, SCCA affiliates and their members, staff or any individual representing themselves or passing themselves off as being a member of SCCA or SMC whether they are in a paid or unpaid/voluntary position:
  - Individuals sitting on boards, executives, committees and sub-committees
  - Employees and volunteers
  - Support personnel
  - Drivers and Car Owners
  - Pit crew
  - Officials
  - State Member Club Members – including life members
  - Member State and Territory Associations
  - Affiliated National and State Bodies
  - Any other person or organization that is a member of or affiliated to the *SCCA or it's SMCs*
  - Parents, guardians, spectators and sponsors to the full extent that is possible
- 3.2 Members include all members of SCCA and SMC and affiliated clubs and SCCA licence holders in each State and Territory.
- 3.3 This policy covers all forms of electronic communications and social media. Electronic communications and social media include, but are not limited to:
  - SMS and emails
  - Websites
  - Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Skype or MySpace);
  - Micro-blogging sites eg Twitter

- Content sharing including Flickr (photo sharing) and YouTube (video sharing)
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- 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) or
- Online encyclopedias such as Wikipedia
- Any other websites;
- Reposting content: SMC's and SMC Members shall not repost content if they know that the content has not been appropriately credited to the original source.

3.4 The intent of this policy is to include anything posted online or communicated electronically where information is shared that might affect members, colleagues, clients, sponsors or sprintcar racing as an organisation.

#### **4.Guiding Principles**

- 4.1 The web is not anonymous. The SCCA, and the SMC's and their members, officials, volunteers and staff should assume that everything they write can be traced back to them.
- 4.2 Due to the unique nature of our sport, the boundaries between a SMC's member's profession, volunteer time and social life can often be blurred. It is therefore essential that SMC members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a SMC member or volunteer for the SCCA or it's SMCs. The SCCA considers all members of State Member Clubs and the SCCA are its representatives.
- 4.3 Honesty is always the best policy, especially online. It is important that SCCA SMC members think of the web as a permanent record of online actions and opinions. Even when an item is deleted from a particular site it continues to exist in some form somewhere.
- 4.4 When using the Internet for professional or personal pursuits, all members must respect the SCCA and the SMC brands and follow the guidelines in place to ensure SCCA's intellectual property or its relationships with sponsors and stakeholders is not compromised (see section 5 below), or the organisation is brought into disrepute.

#### **5. Usage**

- 5.1 For SCCA, SMC members, affiliates, volunteers and staff using electronic communications or social media, such use:
- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames
  - Must not comment on, or publish, information that is confidential or in any way sensitive to SCCA, its SMCs, affiliates, partners or sponsors and
  - Must not bring the organisation or SCCA or sprintcar racing into disrepute
  - Must not unfairly criticize SCCA, the SMCs, affiliated clubs or SMC members
  - Must not make threats of any kind to SCCA, SMCs or their members
- 5.2 For SCCA and SMC volunteers and staff using electronic and social media, such use must not interfere with work commitments.
- 5.3 Furthermore, SCCA, SMC members, volunteers and staff may not use the SCCA brand (see section 7 below) to endorse or promote any product, opinion, cause or political candidate and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of SCCA.

## **6. Caution recommendations**

- 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, upset or under the influence of drugs or alcohol
- Never post a photo of a child or young person without permission from the child's parent or guardian
- Always ask for an adults' permission before posting their pictures on a social networking forum
- 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

## **7. Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to SCCA, SMCs or affiliated clubs are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

- SMC and SCCA logos. Only SCCA and the SMCs have the right to use their logos in any form, including on social media unless express permission is granted. If such permission is granted, then the person using the logo must adhere to the logo usage guidelines.
- Images depicting volunteers, staff and/or equipment, except with the permission of those individuals
- Other SCCA or SMC imagery

## **8. Official SCCA blogs, social pages and online forums**

- 8.1 When creating a new website, social networking page or forum for staff/SMC club member use, care should be taken to ensure the appropriate person at a club/state level has given written consent to create the page or forum
- 8.2 Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parent and/or guardian.
- 8.3 For official SCCA blogs, electronic communications, social pages and online forums:
  - Posts must not contain, nor link to, pornographic or indecent content
  - Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled
  - SCCA and SMC members, volunteers or employees must not use SCCA online pages to promote personal projects
  - All materials published or used must respect the copyright of third parties

## **9. Consideration towards others when using social networking sites**

- 9.1 Social networking sites allow photographs, videos and comments to be shared with thousands of other users. SCCA and SMC members, volunteers and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private SCCA permitted event will not appear publicly on the Internet. In certain situations, SCCA and SMC members, volunteers or staff could potentially breach the privacy act or inadvertently make SCCA liable for breach of copyright.
- 9.2 SCCA and SMC members, volunteers or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.
- 9.3 Under no circumstance should offensive comments be made about SCCA or SMCs or their members, officials, volunteers or staff online

## 10. Consultation or Advice

This policy has been developed to provide guidance for SCCA, SMCs and their members, volunteers and staff in a new area of social interaction. SCCA, SMCs and their members, volunteers or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the SCCA Executive Secretary or their SMC.

## 11. Complaints

If the SCCA or an SMC member or affiliated club considers that any other SMC member has breached this policy, that member or club should report that concern, in writing, to the SCCA or SMC who will determine the appropriate action.

## 12. Breach of Policy

12.1 The SCCA and SMCs will continually monitor online activity in relation to the organisation and their members. Detected breaches of this policy should be reported to the SCCA or SMC.

12.2 If detected, verified offending will be graded in order of severity, with penalties issued in accordance with the following matrix:

Severity	Explanation
1 - Mild	Single post - throwaway remark, e.g. "Sprintcars Australia/SCCA are a bunch of clowns"
2	Single post - personalised abuse, e.g. "John Smith/Car 49 is a clown"
3	Single post - extreme threat, e.g. "John Smith is a [profanity] clown"
4	Multiple posts - throwaway remarks at a Level 1 severity
5	Multiple posts - personalised abuse at a Level 2 severity
6	Sustained severe abuse &/or racial, cultural, gender identity or sexual orientation
7 - Severe	Death threats

Severity	Penalty
1 - Mild	Warning, no further penalty
2	Probation - any issues within 12 months automatic suspension/ referral
3	One month suspension + 12 month probation
4	Two month suspension + 12 month probation + \$100 fine
5	Three month suspension + 12 month probation + \$200 fine
6	Six month suspension + 12 month probation + \$300 fine
7 - Extreme	12 month suspension + 12 month probation + \$500 fine

i) Admission of guilt in "please explain" letter = reduction of 1 grade penalty

ii) Public apology (unprompted) = reduction of 1 grade penalty

12.3 An appeal against a decision made by the SCCA or SMC must be made in accordance with SCCA Rules and Regulations.