

# HRA Social Media Policy

## 1. Policy Overview and Objective

HRA recognises the significant benefits social media provides to communicate directly with our stakeholders and the general public. This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations; and also provide a guide for our members who are administering HRA social media platforms.

In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, whilst:

- minimising potential risks,
- protecting those involved
- not breach the community guidelines set by the social media platform; and
- ensuring that we fulfil our legislative requirement.

Where circumstances/ guidance about social media issue have not been covered by this Policy, we suggest you seek out advice from those who have approved this policy or contact the relevant social media administrator.

This policy is to be used in conjunction with other HRA policies/procedures/values.

The objective of this Policy is to:

- (a) regulate how social media is used on HRA official channels.
- (b) outline the use of HRA content on personal social media channels; and
- (c) minimise the risks of inappropriate social media use by all HRA representatives and members; this includes breaching social media community guidelines and legislative requirements.

## 2. Scope of Policy

- (a) This Policy applies to HRA Committee, members, officials and volunteers.
- (b) This policy also covers off the use of personal social media pages of those representing HRA in any way.

*NOTE: This policy does not apply to the personal use of social media where it is not related or there is no reference to the HRA or its business, competitions, participants, volunteers, officials, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to HRA or brings the HRA/rallying into disrepute may still be regulated by other policies, rules or regulations **of the HRA.***

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## 3. Definitions

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

- (a) **HRA** means the Historic Rally Association Inc.
- (b) **Social media** means any **HRA** online tools or functions that allow people to communicate and/or share content via the internet. It includes but is not limited to:
  - Social networking sites e.g. Facebook, Twitter, LinkedIn, Google+, Yammer
  - Video and photo sharing websites or apps e.g. YouTube, Instagram
  - Public online forums, discussion boards, group emails
  - Any other future online technologies that are under the auspices of the HRA.

## 4. Official HRA social media channels

- (a) All official channels are managed by the HRA media team and content is posted at its discretion.
- (b) The list of current official channels can be found on the HRA website.
- (c) No HRA affiliated social media pages (including groups, or branded accounts) may be set up without prior approval from the committee.

## 5. Prohibited use of social media

- (a) Every HRA representative 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 HRA rules, policies, and guidelines. All HRA representatives should be aware that having social media accounts set to 'private' does not excuse them from adhering to the particulars of this policy.
- (b) The following content is also considered a breach of this policy:
  - (i) **Confidential matters** – sharing confidential information obtained in confidence through interactions with HRA;
  - (ii) **Inappropriate content** – sharing any private, indecent, illegal, pornographic or sensitive content;
  - (iii) **Defamation** – comments that can viewed as defamatory and open the HRA (as the publisher) to potential civil or criminal proceedings.
  - (iv) **Breach of Copyright** – either seek permission or credit the work (including imagery) of others (it is safer to link to the original work).
  - (v) **Intimidatory behaviour** – acting or posting in a way which may be reasonably seen as bullying, harassment, offensive behaviour, discriminatory, threatening or damaging to others;
  - (vi) **Group membership** – associating with groups on social media in a way which may bring HRA into disrepute;
  - (vii) **Safety risks** – posting any content which is deemed to interfere with the safe running of an event;

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- (viii) **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:
- recording and sharing images of those under 18; Note: Obtaining parental consent is advised and may be required at law in certain situations.
  - sharing recordings or images where an event is also being broadcast which places a person in breach of any licencing agreements in place;
  - using trademarks and other people's material over which they have copyright;
  - sharing images of sensitive or private areas (such as pit garages, stewards rooms, rest rooms, etc.);
- (c) **Disrepute** – any other manner which brings HRA or motorsport into disrepute, including (unconstructive) criticism of other HRA representatives or officials and their decisions.

## 6. Keeping safe with social media

- (a) When using social media it is important to keep the following points in mind:
- (i) 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;
- (ii) 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 (including while officiating);
  - (C) all signage, barrier and other markings must be complied with;
  - (D) all directions of officials and other HRA volunteers must be followed.

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- (b) 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.
- (c) All social media users representing HRA should avoid making official comment on behalf of HRA and in particular.
  - (i) posting criticism of club members or officials.
  - (ii) not engage in arguments or debates with other motorsport stakeholders on matters to do with their role at HRA or issues impacting the organisation more broadly.

## 7. Grievance

Where a grievance is raised regarding a social media post or discussion this should, in the first instance be directed to the appropriate social media administrator for review and potentially intervention (hiding or deleting post/comment). Any actions taken should be recorded and presented to the HRA Committee when practicable.

Where significant breaches occur (this can also include need for repeated interventions) the administrator is to refer this to the HRA Committee for discussions and resolution; where the issue is time sensitive or critical then the referral should be directed immediately to the President for resolution.

## 8. Non-Adherence

- (a) Any breach of this Policy may result in disciplinary action being taken by HRA. Disciplinary action may include but not be limited to suspension of membership in the online group for a period of time or permanently up to deletion of membership in the HRA.
- (b) Non-compliance with this policy presents significant risks for HRA.

## 9. Appeal

Where a disciplinary action has taken place, and the person sanctioned wishes to appeal the decision this should be in writing to the HRA Committee to review at their next meeting. Appeals need to be received five working days prior to the Committee Meeting otherwise it will be held over to the next meeting.

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## 10. Related documentation

This policy should be read in conjunction with the HRA Media Policy. Other related policies include:

- (a) Code of Conduct
- (b) Privacy Policy
- (c) Anti-discrimination, Harassment and Bullying
- (d) Respect Code
- (e) The Privacy Act 1988
- (f) Enhancing Online Safety Act 2015
- (g) Broadcasting Services Act 1992
- (h) Universal Defamation Law (UDL) & Defamation Act 2005
- (i) Grievance Policy ?????? – does the HRA have one.
- (j) Any relevant policies and guidelines on each social media platform.

Most Australian States and Territories look set to introduce defamation law reforms dealing with the liability of internet intermediaries for third-party content by 1 July 2024.

## 9. General

- (a) This Policy will be reviewed every year.

Policy Creation Date	12 February 2024
Policy Review Date	1 January, 2025