

## **M.G. Car Club Victoria – Social Media Policy**

### **PURPOSE**

The M.G. Car Club Victoria recognises that social media provides new opportunities for dynamic and interactive two way communications that can complement existing communication and further improve information, access and delivery of events and services to members and the general public.

The intent of this policy is to provide understanding and guidance for the appropriate use of social media platforms and tools by club members, affiliates and guests for club business and interests as well as provides guidelines regarding appropriate personal use of social media tools by all.

Simply, when using social media be mindful that it is not a private communication. As a guide, only publish content that you would be comfortable sharing with family or have read out in a court of law.

### **SCOPE**

This policy applies to all members, past and present of the MG Car Club of Victoria, all register affiliates and guests of its social media platforms. It applies to:

- Use of social media on behalf of the M.G. Car Club Victoria and all affiliate registers
- Personal use of social media where that use may impact the M.G. Car Club Victoria or its sub brands.

It aims to:

- Inform appropriate use of social media tools for the MG Car Club of Victoria.
- Promote effective and productive community engagement through social media
- Minimise miscommunication or mischievous communications

The policy applies to those digital spaces where people may comment, contribute, create, forward, post, upload, communicate and share content (“social media”) including but not limited to:

- Blogs
- Bulletin Boards
- Forums and Discussion Boards
- Instant messaging facilities
- Microblogging sites (e.g. Twitter)
- Online encyclopedias (e.g. Wikipedia)
- Podcasts
- Social Networking Sites (e.g. Facebook, Bebo, Friendster, LinkedIn)
- Video and photo sharing sites (e.g. Flickr, YouTube)
- Video podcasts
- Wikis
- Any other tool, websites or emerging technology that allows individuals to publish or communicate in the digital environment.

## **SOCIAL MEDIA POLICY**

### **Application**

When using social media, it is expected unless previously approved by the current Board of Directors, that no individual or group shall attempt to represent themselves as either a spokesperson of The M.G. Car Club Victoria or in the case of its affiliated registers, permission from the respective Register Committees.

It is expected that people covered by this policy:

- Behave with caution, courtesy, honesty and respect
- Comply with relevant laws and regulations
- Reinforce the integrity, reputation and values of the M.G. Car Club Victoria and its members

The following content is not acceptable under any circumstances:

- Abusive or inappropriate content, including but not limited to:
  - Profanity or material that would offend contemporary standards of taste and decency
  - Inappropriate sexual language
  - Discriminatory material in relation to a person or group based on the Equal Opportunities Act of Victoria
  - Statements that breach human rights
- Materials that would breach applicable laws (defamation, privacy, trade practices, financial rules and regulations, trademarks) including but not limited to:
  - Content that is false or misleading
  - Copyright of trademark protected materials
  - Illegal material
  - Personal details of Club members that may breach privacy or defamation laws.
  - Statements that may be considered to be bullying or harassment.
- Confidential information about members or third parties
- Materials that would compromise MG Car Club of Victoria, members or systems safety
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Material that could bring the M.G. Car Club Victoria or its affiliated registers into disrepute.
- Commit the M.G. Car Club Victoria to actions or understandings

If you have any doubt about applying the provisions of this policy, check with one of your Board Members before using social media to communicate.

[President@mgcc.com.au](mailto:President@mgcc.com.au)

[VicePresident@mgcc.com.au](mailto:VicePresident@mgcc.com.au)

[Secretary@mgcc.com.au](mailto:Secretary@mgcc.com.au)

[ClubCaptain@mgcc.com.au](mailto:ClubCaptain@mgcc.com.au)

## **Disclosure**

Only discuss publicly available information. Do not disclose confidential information including publishing personal or private information without that person's expressed approval.

## **Accuracy**

Be accurate, constructive and helpful. Correct any errors as soon as practicable.

## **Privacy / Photographs**

Be sensitive to the privacy of others. Seek written permission from anyone who appears in photographs, videos or other footage before sharing these via any form of social media. If asked to remove materials, do so as soon as practicable.

If you post a photo on programs such as Facebook you may know all your "friends" and be comfortable in that, however if one of those friends "tags" themselves in your photo, that means all of their friends can also see it – people you may or may not know, so that private photo is no longer posted privately.

## **Defamation**

Do not comment, create, forward, post upload or share content that is malicious or defamatory. This includes statements that may negatively impact the reputation of another.

## **Respect**

Always be courteous, patient and respectful of others opinions, including detractors.

## **Guidelines for use of Social Media at Motorsport Events**

The developments in mobile phone technology and social media mean that everyone has a media voice. If you post to social media it is in the public domain, no matter what your privacy settings are.

Suggestions for guidelines from the Victorian Flag marshalling Team those involved as officials at motorsport events are:

- Mobile devices should not be used while you are in the process of doing your "job"
- While you are on a break you may, if it is appropriate, and ok with your senior official, use mobile devices
- You should not post any information of a sensitive nature
- You may post comments and photos at the end of a meeting, or if they are of a non-sensitive nature, while you are on a break
- Do not post disparaging remarks or comments about other officials, teams or events which could bring the sport into disrepute. If you have an issue, speak to your senior marshal before venting on line.
- Think before you post. If you think your post may be controversial, disrespectful or just wrong, it probably is – don't click the post button.