



## HSV Owners Club of Victoria: Social Media Policy

### CONTEXT:

A key purpose of our club is to provide a platform for all members and their families to enjoy their vehicles through safe and quality sporting, spectator, volunteer, and social experiences.

To enable this, we must ensure that we provide a respectful environment – free from bullying, victimisation, discrimination, or harassment for all our members, associate members and participants that we interact with.

We embrace and encourage the use of HSV Owners Club of Victoria (HSVOC) controlled social media sites as they can bring opportunities for the club and its members to connect and communicate together, enhancing the experience of our club community. However, we also recognise that these platforms have the potential to be incredibly hurtful and destructive when people decide to use them to denigrate, bully or harass people, or bring our club into disrepute.

### PURPOSE OF THIS POLICY:

To provide clarity on how we expect our members to conduct themselves on the club's social media sites and their responsibilities when representing our club on any social media platforms. It also intends to clarify how examples of behaviours that breach these expectations can be reported and potential actions taken when breaches of this policy occur.

### SCOPE:

This policy will cover the behaviour expected of all HSVOC members when using our controlled social media sites, including all committee members, full members, associate members and guests ("covered persons").

The HSVOC controlled social media platforms include (but is not limited to) our sites on:

- Facebook
- Twitter
- YouTube

This policy also applies to our behaviour on all social media platforms when mentioning and/or representing the HSVOC, including (but not limited to):

- Facebook
- Twitter
- Instagram
- Content sharing sites (including Flickr & YouTube)
- LinkedIn
- Websites
- Snapchat

- Leaving product or service reviews on retailer sites (or customer review sites)
- Commenting on blogs for personal or commercial reasons
- Taking part in online votes & polls
- Taking part in conversations on public and private web forums (message boards)

This policy does not apply to the personal use of social media platforms by “covered persons” where they make no reference to the HSVOC or related issues.

**POLICY STATEMENT:**

When HSVOC members, associates and guests (“covered persons”) are using any of the HSVOC controlled social media sites, content must be appropriate and uphold the values and code of conduct of the HSVOC, even when material is posted anonymously or using an “alias” or pseudonym.

Guidelines of inappropriate use of social media (breaches of this policy) by “covered persons” includes, but is not limited to:

- Making or republishing disparaging remarks or comments about the club, members or their family
- Compromising the privacy of any person.
- Using or republishing obscene or offensive language.
- Using or republishing insulting, provocative, hurtful or hateful language.
- Harassing or threatening others, including using or republishing abusive language and making excessive postings on a particular issue.
- Making or republishing defamatory or libellous comments.
- Belittling or disrespecting the rights, dignity, and worth of any person with whom they have contact regardless of age, gender, ethnic origin, or ability and refrain from any discriminatory practices based on age, gender, religion, ethnic origin, or ability.
- Using or republishing hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry.
- Using or republishing information on the use and construction of weapons, explosives and other tools of violence or terrorism.
- Using or republishing any material to HSVOC’s social media sites that infringes the intellectual property rights of others.
- Promoting personal commercial or political interests in your posts to HSVOC social media sites.

In addition to the guidelines of inappropriate behaviour for all members listed above, HSVOC committee members conducting official communication through social media or representing HSVOC on social media:

- Must avoid any statement that might bring the HSVOC into disrepute.
- Must not commit the HSVOC to any action or initiative without appropriate authority from the HSVOC committee.
- Must deal appropriately with information, recognising that some information needs to remain confidential (such as sensitive private member, sponsor or HSVOC committee information). If unsure whether information can be made public, do not publish it and seek advice from the HSVOC committee.
- Must take reasonable steps to avoid conflicts of interests, including but not limited to financial, non-financial and/or personal political interests.

- Must protect personal information entrusted to the HSVOC from distribution into the public domain.
- Must behave with respect and courtesy, and without bullying and harassment.

#### **REPORTING & ACTION:**

Two members of the HSVOC Committee will be appointed by the full committee as our Social Media Officers. These Social Media Officers are responsible for approving/rejecting member's posts for Facebook and for ensuring all social media content and behaviours are enforced in line with this social media policy. The identity & a direct contact point for both Social Media Officers will be provided to all members. The HSVOC President and the HSVOC Vice President will be ineligible to take on the role of Social Media Officer.

However, it is all our responsibility as club members to report breaches of this policy when you see it on our social media sites and to provide a respectful environment – free from bullying, victimisation, and discrimination. It is too large a task for a small group of people to monitor all content on our sites.

Suspected breaches of this policy can be reported by any club member directly to a Social Media Officer and/or the Grievance Officer for action. Alternatively, the report can be made to any HSVOC committee member who will pass this onto a Social Media Officer for action.

If a reported instance is deemed to be in breach of this policy, a Social Media Officer will:

- Remove the reported content immediately without notice.
- Based on the specific situation, further action can include, but is not limited to:
  - Reminding members of the behaviours required on our social media platforms.
  - Formal verbal or written warnings to the “covered person” responsible for the inappropriate content.
  - Removing the “covered person” responsible for the inappropriate content from accessing all HSVOC social media sites immediately without notice.
  - Refer the behaviour of the “covered person” to the HSVOC committee to determine if there are grounds for further disciplinary action, in line with Division 2 of the HSVOC constitution. Depending on the severity of the breach, this may lead to reprimand, suspension of some / all of the members rights or expulsion from the association.
  - In the most extreme of cases, there may also be a breach of Australian law. There are Australian laws which apply to serious online harassment, stalking and online bullying behaviour. Under the Criminal Code Act 1995 (Cth) it is an offence to use the internet, social media or a telephone to menace, harass or cause offence – offences carry heavy maximum penalties including jail time.

#### **RELATED POLICIES:**

HSV Owners Club of Victoria Constitution

HSV Owners Club of Victoria Club Members Code of Conduct

#### **POLICY SPONSORS / MANAGERS:**

HSV Owners Club of Victoria Social Media Officers