

## ANDRA Social Media Policy (Updated May 2015)

### Section 1: Purpose & Overview

This is the official social media policy for ANDRA. The guidelines contained within this document are intended to be used and referred to by the Board, employees, members and volunteers of ANDRA.

These guidelines will continue to be updated as new technologies and social networking tools emerge, and/or if market conditions change.

Any printed copies are uncontrolled, please ensure you are referring to the most recent version. The responsibility of maintaining and updating this social media policy belongs to ANDRA. For any enquiries relating to this document or ANDRA social media guidelines please contact the Media & PR Officer at info@andra.com.au.

### Section 2: Definition of Social Media

For the purpose of this document 'social media' includes any form of internet based media that can be viewed by and contributed to by the public including (but not limited to) Facebook, Google +, Twitter, Youtube, Instagram, personal or business websites or Forums.

### Section 3: Scope

This policy aims to create and facilitate a digital environment that allows ANDRA members and the public to **participate** and grow drag racing as a sport. While the internet and digital technology generally is a valuable tool, if used incorrectly it can create great damage to organisations, members, media and our sport.

### Section 4: Social Media Guidelines

- 1. Be professional.** Be respectful, professional and employ good judgement. Be mindful that the brand of drag racing may be irreparably damaged by actions taken on social media.
- 2. Social media is a conversation.** Speak to your audience in an engaging and professional manner. Refrain from using over complicated sentence structure and ensure language is kept clear and simple. As this is a social environment allow your own personality to flow through your posts. However, inappropriate, abusive or explicit language will not be tolerated.
- 3. Adding value.** Is the post relevant and necessary? The aim is to have the community engaging in positive conversation about the sport of drag racing. Avoid getting involved in controversial topics on a personal level.
- 4. If it makes you pause, don't post it.** If you are about to post something that makes you hesitate, stop and do so - step back and think about the likely effect and response from the fans, media, sponsors and other supporters.

5. **Be positive.** Positive comments about the sport of drag racing will have the effect to attract potential racers, fans and sponsors whereas negative comments will only repel them.
6. **Entertain:** Social media is essentially an online playground. People join a page or post because they want to hear what you say - as long as it entertains or engages them.
7. **Beware of controversial material.** Avoid posting links and comments relating to controversial content that is likely to upset and offend readers. Promote the good news stories about the sport.
8. **Do not retaliate.** If a negative post or comment appears on a page regarding you, your team, ANDRA or drag racing in general, do not retaliate with a negative comment. Be respectful and positively amend the situation. If you think there is a need for ANDRA to become involved, contact the Media & PR Officer.
9. **Be honest.** Ensure that posts and comments you make are truthful. Ensure that you have permission to post copyright items. Do not alter existing posts without indicating you have done so. Remember false accusations that cause reputational damage can give rise to legal action being taken by the victim for defamation.
10. **Do not be defamatory or derogatory to people or organisations.** While fair and reasonable criticism is part of the right of freedom of expression. It is however not a defence or acceptable to post subjective or factually incorrect comments. Remember your opinion is not fact.

Ask yourself “yes or no”? Does my post meet all of these guidelines? If you answer no to any of the ten guidelines either change your post or don’t post your comments. If you are not sure ask someone else to check your post before posting it. If you answer one “no” and still post your comments you may be in breach of the Social Media Policy.

## Section 5: ‘Following’ ANDRA

ANDRA encourages the participation of its members, volunteers, racers and teams in social media, and help spread the presence of ANDRA social media properties throughout your own personal networks.

Be respectful of our online / social media communities and conversations and remember that our friends are your friends too.

## Section 6: Protecting the brand

It is the responsibility of all members, volunteers, employees, racers and race teams to protect the brand of ANDRA.

## Section 7: Breaches of policy

Given the take up and importance of social media in today's society, any misrepresentation or defamatory remarks targeting another member, the organisation or the sport itself will be reviewed. Members, employees, racers, race teams or volunteer posts on social media sites that are deemed to be defamatory, derogatory or damaging to the brand of ANDRA will be removed immediately and the responsible party may face disciplinary action. Depending on severity, penalties can range from a warning, through to fines and or a disciplinary tribunal hearing.

## Section 8: Social Media Policy Fines

The Divisional Director of the Division the person resides in will determine low-level breaches. Members who are deemed to have breached the Social Media Policy may be issued for a first offence an on the spot fine ranging from \$100 to \$1000 by the Division Director. Failure to pay the fine may lead to suspension of membership and competition privileges until the fine is paid. If the breach is not considered low level or is a subsequent offence then the member may be subject to a disciplinary Tribunal.