



SOCIAL MEDIA POLICY

Harness Racing SA (HRSA) recognises that Social Media has increasing prevalence in both the professional and private lives of all members of the harness racing community.

PURPOSE: Promote Responsible Use of Social Media

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial to the sport of harness racing, both nationally and in South Australia. We appreciate the value in using Social Media to build more meaningful relationships between participants, other stakeholders and harness racing fans.

Harness Racing SA aims to promote the responsible use of Social Media.

It is important that the reputation of the sport of harness racing is not tarnished by anyone using Social Media tools inappropriately, particularly in relation to content that might reference anyone actively involved in harness racing both in South Australia and nationwide.

When someone engages and discusses their involvement in harness racing by way of any social media platform they are expected to behave and express themselves appropriately, and in ways that are consistent with the values both respected and expected by the wider harness racing community.

This policy provides guiding principles to follow when using Social Media and sets the expectations of the industry when those associated with the sport are engaging in Social Media.

SCOPE: This policy applies to Harness Racing SA Staff and Officials, Club Officials, Club Members, Contractors, Sponsors, Licensed persons, and owners.

The policy covers all forms of Social Media. Social Media includes but is not limited to, such activities as:

- maintaining a profile page on social or business networking sites (such as Instagram, Facebook, Twitter, LinkedIn or MySpace)
- content sharing includes Flickr (photo sharing) and YouTube (video sharing)
- commenting on blogs for personal or business reasons

- taking part in conversations on public and private web forums (message boards)
- Endorsing or entering a "Like" to other people's comments.

The intent of this policy is to include anything posted online where information is shared that may affect Harness racing SA as an organisation, its Officials, Club Officials, Club Members, Licensed Persons, Owners, Sponsors and Industry Providers.

Engaging in Social Media can have many positive benefits and is encouraged when it is done in the right way with respect and care for others and to ensure that the image and reputation of harness racing is not compromised.

The Web is not anonymous. Anyone associating themselves with harness racing should assume that everything they write, or post can be traced back to them.

Social Media has blurred the lines between people's personal and professional time and space. It is important to understand that the impact of a person's Social Media presence can have repercussions in both their personal and professional lives.

When using the internet for professional or personal pursuits, all members of the SA harness racing community must respect the brand of harness racing and ensure that the industry's reputation is not compromised or brought into disrepute.

Specific Usage Principles: For all Harness Racing SA Staff and Officials, Club Officials, Club Members, Contractors, Sponsors, Licensed persons, and Owners, when using Social Media, such use of social media:

- must be consistent with industry values of respect, integrity, inclusiveness, excellence, fun and people.
- must not use inappropriate, foul or offensive language including abbreviations that could reasonably be viewed as offensive.
- must make no comments which are deemed to be of an abusive, defamatory or derogatory nature in regard to any area of the track's operations or personnel on any type.
- Must not contain or link to libellous, defamatory or harassing or bullying content. This also applies to the use of nicknames or illustrations.
- must not post images that could be reasonably considered offensive.
- must not comment on, or publish, information which is confidential or in any way sensitive to Harness Racing SA, or the harness racing industry.
- must not bring Harness Racing SA staff or officials into disrepute;
- must not involve the use of the HRSA brand 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 Harness Racing SA.

Consideration Toward others when using Social Networking Sites:

Social Networking sites allow photographs, videos and comments to be shared with thousands of other users. When using Social Media, it must be recognised that it may not always be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that some photographs taken at race meetings will not appear publicly on the internet. In certain circumstances posting such material could potentially breach the Privacy Act or inadvertently make HRSA liable for breach of copyright.

All associated with harness racing should be considerate to others in such circumstances and should not post information when they have been asked not to, or consent has not been sought and given. They should also remove information about another person should they be asked to do so.

Under no circumstances should offensive comments be made online.

Accredited Media and Team Representatives: Harness Racing SA understand that there are a range of electronic tools to communicate and engage with fans, racing community and the wider community.

Harness Racing SA staff are tasked to provide accountability and control over material published on our Website and any related discussion groups or Social Media websites such as Facebook, YouTube or Twitter.

When you are using electronic tools to communicate, you must act in a manner consistent with the values of Harness Racing SA and in so doing will:

- be professional and ensure all communications/posts (written, photos, videos) are family friendly and feature positive news and events.
- treat all Social Media postings, blogs, status updates as public "comment".
- not disclose personal information about any community members without consent
- not make statements that are misleading, false or likely to damage a person's reputation.
- not use discriminatory, intimidating, bullying or offensive statements.
- respect copyright laws and fair use of copyrighted material.

BREACH OF POLICY

Harness Racing SA will continually monitor posts by third parties on electronic sites it administers and will block posts that are considered to be inappropriate or offensive or inconsistent with industry values and general standards of decency.

Harness Racing SA will also monitor other online activity in relation to harness racing.

If detected, a breach of this policy may result in disciplinary action being taken. This disciplinary action may include disqualification, suspension, fines or cancellation of licenses.

RESPONSIBILITIES

Social Media can have many positives for you as an individual and for the sport of harness racing but history shows us that inappropriate use can lead to poor outcomes with significant consequences.

- Your use of Social Media to engage with your friends, family, our fans and the wider community is encouraged but please do so knowing that as part of the harness racing community you have a responsibility to uphold the image of the sport and our venue.
- Posts on Social Media are no different than speaking into a live microphone or voice recorder and can be readily reported in main stream media – only post what you would be comfortable with appearing in the mainstream media!
- Social Media posts are permanent, and your accounts/posts will identify you directly so always ensure the Social Media content you post is consistent with the HRSA values.
- Rules of common decency apply! Images and words used in Social Media reflect on you and our sport.
- Inappropriate language including abbreviations should never be used.
- Don't post photos of an offensive or sexual nature.
- Be respectful to your colleagues – do not engage in inflammatory or derogatory posts in these areas.
- Be the first to correct your own mistakes.