



Social Media Policy

POLICY TITLE:	Media Policy - 400 THUNDER Journalist, Photographer and Assorted Media Social
PURPOSE:	Promote Responsible Use of Social Media
INTRODUCED:	October 2016
REVIEW FREQUENCY:	Annually
RESPONSIBLE:	400 Thunder Media Department

Introduction

The 400 Thunder Series Management recognises that Social Media has increasing prevalence in both the professional and private lives of all members of the 400 Thunder community.

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 Drag Racing and 400 Thunder. We appreciate the value in using Social Media to build more meaningful relationships with fans, the racing community and other stakeholders.

Purpose

400 Thunder aims to promote the responsible use of Social Media.

It is important that the reputation of 400 Thunder and the sport of Drag Racing is not tarnished by anyone using Social Media tools inappropriately, particularly in relation to content that might reference 400 Thunder, drag racing, racers, officials or administrators involved in the sport.

When someone clearly identifies their association as accredited media or otherwise with either 400 Thunder or within Drag Racing and/or discusses their involvement in the organisation in these types of forums they are expected to behave and express themselves appropriately, and in ways that are consistent with the values respected by 400 Thunder.

This policy provides guiding principles to follow when using Social Media and sets the expectations of 400 Thunder when those associated with the sport are engaging in Social Media.

Scope

This policy applies to accredited media, accredited team media and contractors representing either media organisations or race teams at 400 Thunder.

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 include Flickr (photo sharing) and YouTube (video sharing);
- commenting on blogs for personal or business reasons;
- leaving product or service reviews on retailer sites, or customer review sites;
- taking part in online votes and polls;
- taking part in conversations on public and private web forums (message boards); or
- editing a Wikipedia page.
- 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 400 Thunder as an organisation, officials, members, racers, fans, colleagues, clients or sponsors.

Guiding Principles

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 400 Thunder brand is not compromised.

The Web is not anonymous. Anyone associating themselves with 400 Thunder 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 400 Thunder community must respect the brand of 400 Thunder and ensure the intellectual property of 400 Thunder and our relationships with sponsors and stakeholders is not compromised or brought into disrepute.

Specific Usage Principles

For all media and team media representatives associating themselves with 400 Thunder when using Social Media, such use of social media:

- must be consistent with 400 Thunder 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 not contain or link to libelous, 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 400 Thunder, its sponsors or partners;
- must not bring 400 Thunder, staff or any partners into disrepute;
- must not involve the use of the 400 Thunder 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 400 Thunder.



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 be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at 400 Thunder events will not appear publicly on the internet. In certain circumstances posting such material could potentially breach the Privacy Act or inadvertently make 400 Thunder liable for breach of copyright.

All media associated with 400 Thunder 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.

Branding and Intellectual Property

It is important that any trademarks belonging to 400 Thunder are not used in personal Social Media applications, except where such use can be considered incidental (where incidental is taken to mean “happening in subordinate conjunction with something else”). Trademarks include but are not limited to 400 Thunder logos.

Note that this Policy is designed to function alongside the terms and conditions laid out in the 400 Thunder Media Accreditation Application form, to be completed and signed each season.

Accredited Media and Team Media Representatives

At 400 Thunder we understand that there are a range of electronic tools to communicate and engage with fans, racing community and the wider community.

A 400 Thunder communications person will be appointed 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 400 Thunder 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.

400 Thunder will continually monitor posts by third parties on electronic sites administered by 400 Thunder and will block posts that are considered to be inappropriate or offensive or inconsistent with 400 Thunder’s values and general standards of decency.



Breach of Policy

400 Thunder will continually monitor online activity in relation to our brand and associated events.

If detected, a breach of this policy may result in disciplinary action being taken under the Code of Conduct. Depending on circumstances and who is involved, disciplinary action may include suspension or cancellation of media accreditation, verbal or written warnings or in serious cases, fines and / or individuals being banned from the series and participating events indefinitely.

400 THUNDER Social Media Tip Sheet

- Social Media can have many positives for you as an individual and for 400 Thunder as a series, 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 400 Thunder Accredited Media you have a responsibility to uphold the image of the sport and our series.
- 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 400 Thunder values.
- Rules of common decency apply! Images and words used in Social Media reflect on you and 400 Thunder.
 - Inappropriate language including abbreviations should never be used.
 - Don't post photos of an offensive or sexual nature.
- 400 Thunder matters - do not discuss or disclose information you may have about 400 Thunder matters such as events, racing, accidents (yours or others), etc.
- Be respectful to your colleagues – do not engage in inflammatory or derogatory posts in these areas.
- Don't pick fights or arguments in Social Media forums - best to simply ignore those trying to antagonise!
- Be the first to correct your own mistakes.
- It is never a good idea to post when under the influence of alcohol or when your judgment is impaired.
- Always pause and think before posting and if in doubt consult someone whose judgment you trust.