

AUSTRALIAN ICE RACING INCORPORATED

SOCIAL MEDIA BYLAW

Use of Social Media

Australian Ice Racing Incorporated (**AIR**) recognises that Social Media is an important part of the way Members communicate. AIR actively encourages Members to participate in Social Media and share their experiences in Australian Ice Racing. AIR recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, Members, sponsors and stakeholders. Accordingly, AIR will look to develop and maintain its own online Social Media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities ice racing at all levels in Australia.

However, AIR's public reputation is valuable and so are the reputations of AIR's Members, sponsors and stakeholders, so AIR prohibits any communication on Social Media that is defamatory, obscene, proprietary, and misrepresentative of AIR or for commercial purposes.

Accordingly, AIR has developed this By-law to:

- (a) promote and encourage appropriate use of Social Media by its Members; and
- (b) to govern the terms of use by Members of any AIR controlled Social Media.

Background provisions

1. The board of AIR adopted this Social Media By-law (**By-law**) on 25 June 2013 under rule 15.1 of the constitution of AIR (**Constitution**).
2. Under rule 15.2 of the Constitution, this By-law binds all members of AIR (**Members**). This By-law may be amended from time to time.
3. This By-law deals with the use of Social Media by Members as it impacts upon AIR, Members, the sport of ice racing and sponsors and stakeholders of AIR.
4. Unless the context otherwise requires, the terms used in this By-law shall have the same meaning as in the Constitution and this document is to be read in conjunction with (and subject to) the Constitution.
5. **Social Media** is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting participating, sharing, networking or bookmarking. For the purposes of this By-law, Social Media extends to:
 - (a) electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the Member alone;
 - (b) Facebook, Youtube, Twitter, MySpace, LinkedIn, Wikipedia, Flickr and related domains;
 - (c) blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;

- (d) any other forum which might reasonably be classified as social media as that term is generally understood; and
- (e) any other forum for public comment.

Prohibitions

6. When using Social Media, a Member must not:

- (a) abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
- (b) impersonate or falsely represent any other person, including AIR or another Member;
- (c) abuse, harass or threaten any other person, including AIR or another Member;
- (d) make defamatory or libellous comments;
- (e) use obscene, offensive, insulting, provocative or hateful language;
- (f) post material that infringes the intellectual property rights of others;
- (g) intrude upon the privacy of other Members of AIR without the consent of such Members;
- (h) interfere with the conduct of any event run by AIR or with the role and responsibilities of AIR as the peak body for ice racing in Australia;
- (i) violate security measures instituted at any facility of AIR;
- (j) comment in a way that may be construed as harming the reputation of him or herself, another Member, or AIR, including its sponsors and stakeholders;

AIR's Social Media platforms

- (k) make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by AIR;
- (l) promote commercial interests in Social Media platforms operated by AIR; or
- (m) without authority, post internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by AIR.

Consequences - disciplinary action or removal

- 7. AIR and its states/clubs continually monitor online activity in relation to AIR and Members. AIR encourages Members to report detected breaches or suspected breaches of this Policy to AIR, and any use of Social Media which is likely to harm AIR's reputation.
- 8. In circumstances of a breach or suspected breach of this By-law, AIR may:
 - (a) make a necessary public comment such as a correction, clarification, contradiction or apology;

- (b) issue a formal warning;
 - (c) report any breach of any law to any local authority or wronged party;
 - (d) take any disciplinary action available to it under the Constitution or any By-law made under the Constitution; or
 - (e) exercise any of its available rights at law.
9. AIR expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this By-law.

Content

10. For content that is covered by intellectual property rights, like photos and videos (**IP Content**), each person (including each Member) agrees to give AIR a non-exclusive, transferrable, sub-licensable, royalty-free, worldwide licence to use any IP Content that is uploaded by that person (including a Member) on any AIR controlled or operated Social Media. AIR can use such IP Content for including but not limited to the purpose of promoting the sport of Ice Racing.

Responsibility and liability

11. If a Member makes public comment, whether using Social Media or some other forum, the Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.
12. Members who communicate their opinions and any other materials on Social Media do so at their own risk. A Member may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary.
13. AIR encourages Members to report any use of Social Media which is likely to harm AIR's reputation.

Privacy

14. AIR may record any information posted to Social Media platforms operated by AIR and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with AIR's objects.
15. AIR strongly recommends that all Members protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or phone numbers).

25 June 2013