

SOCIAL MEDIA POLICY 2017

The Western Australian Speedway Commission is a forward-thinking organisation that embraces social media. As a relatively new communications medium, this can offer many benefits to the organisation, clubs and members. However, without clear guidelines there is also the risk of misleading other participants, and harm being caused to the organisations reputation, particularly due to the public and global nature of social media.

The aim of this Policy is to communicate the organisations guidelines and provide guidance for our Clubs, employees, and others communicating with or on behalf of the WASC, in social media activities.

- Users will not use false or fake personas.
- Users will not pretend to be impartial individuals in order to promote the organisation, its brand or reputation, products or services.
- The WASC will appoint staff members, as required, to administer the Club's social media pages. Administrators are required to approve all postings prior to them appearing on the social media pages, to ensure that only approved postings are permitted.
- Prohibited communications include; postings that may be considered discriminatory or harassing; spam or junk type postings; profanity or pornography; postings that make disparaging or offensive comments.
- Only those authorised by the WASC to do so shall undertake social media activity on behalf of the Club. Others shall refrain from doing so. This includes responding to any comments posted.
- Confidential or proprietary information must not be provided through social media.
- Users will respect copyright and ensure that we have the right to use content before publishing.
- If any employee becomes aware of any negative comment made about the WASC, its brand, products or services on any social media they will not respond directly, but inform the General Manager as soon as possible.
- Any person disregarding this policy will be liable for any negative outcomes that result, which may include removal from the page. Any staff member disregarding this policy will be liable for any negative outcomes that result, which may include dismissal.

These guidelines will be regularly reviewed by the WASC Board of Directors and management to ensure continued effectiveness and improvement.