



# Social Media Policy

Auskart Racing Inc recognises the importance of social media and its role in connecting people and sharing experiences. This policy has been established as a guide to ensure social media interactions positively represent the Auskart Racing community and the sport of go-karting. By adhering to these guidelines, we can make sure that our club remains a welcoming, respectful, and professional environment both online and offline.

## **Purpose:**

This policy is designed to guide the use of social media by those associated with Auskart Racing Inc. to ensure that online activities reflect the values and integrity of the club.

## **Scope:**

This policy applies to all members of Auskart Racing Inc, including racers, support staff, and any individuals associated with the club. This policy applies to all forms of social media including but not limited to:

- Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok
- Blogs and microblogs
- Online forums and discussion boards
- Any other online platforms or digital channels

## **Guidelines:**

### **1. Respectful Communication:**

- a) All members must engage respectfully and courteously with others online, including fellow members, competitors, sponsors, and the public.
- b) Harassment, bullying, and offensive language or behaviour will not be tolerated under any circumstances.

### **2. Representation of the Club:**

- a) Only designated spokes persons are authorized to speak on behalf of Auskart Racing Inc. on official matters
- b) Personal social media accounts should not be used to make official announcements or statements on behalf of Auskart Racing Inc.
- c) When discussing club-related activities or events, posts must reflect the club's values and must not contain anything that could damage the reputation of Auskart Racing Inc.
- d) Members should refrain from engaging in arguments or debates that could negatively impact the club's image.

### **3. Accuracy and Honesty:**

- a) Ensure that the information you share is accurate and truthful. Correct any mistakes promptly.
- b) Do not spread rumours, false information or unverified claims.

### **4. Confidentiality:**

- a) Do not share any confidential or proprietary information about Auskart Racing Inc, its members, or any associated sponsors without explicit permission.
- b) Respect the privacy of fellow members by not sharing personal details, photos, or videos without consent.

#### **5. Content:**

- a) Members are encouraged to share positive content that promotes the club and the sport of go-karting, such as race results, training, and events.
- b) Avoid posting inappropriate content, including but not limited to, illegal activities, obscene material, or anything that could be perceived as harmful.
- c) Adhere to all applicable laws and regulations, including copyright, privacy and defamation laws.

#### **6. Use of Club Logos and Branding:**

- a) Members must obtain permission before using the Auskart Racing Inc logos, branding, or official imagery in any social media posts.
- b) Any use of club branding should be in line with the club's values and should not be altered in a way that misrepresents the club.

#### **7. Media Enquiries:**

- a) Direct any media inquiries or requests for comments to the Auskart Racing Inc management team.
- b) Do not respond to media inquiries without prior authorization.

#### **8. Personal Responsibility:**

- a) Individuals are personally responsible for the content they publish on social media. Consider how the post reflects on you and Auskart Racing Inc.
- b) Members are encouraged to include disclaimers stating that their opinions are their own and do not represent the views of Auskart Racing Inc where necessary.

### **Monitoring and Enforcement**

#### **Reporting Violations:**

- a) Auskart Racing Inc reserves the right to monitor social media activities related to its operations and brand.
- b) Any member who witnesses or is aware of a violation of this policy is encouraged to report it to the club's management team.
- c) The club will handle all reports confidentially and take appropriate action as necessary.

#### **Consequences of Violations:**

- a) Violations of this policy may result in disciplinary action, including warnings, suspension, or expulsion from the club, depending on the severity of the offense.
- b) The club reserves the right to take legal action if necessary to protect its reputation.

### **Updates to Policy**

This policy may be updated periodically to reflect changes in social media practices or club regulations. Members will be notified of any updates.

### **Acknowledgment**

All members are required to acknowledge that they have read, understood, and agreed to comply with this social media policy.