



SOCIAL MEDIA POLICY FOR INDUSTRY PARTICIPANTS

Purpose

Communication via online social media outlets such as facebook, twitter, blogs and forums etc. is an ever increasing way for society to communicate by creating and sharing content of a common interest.

This policy provides some guidelines and expectations when using social media either as part of their job, or for personal use where reference is made to Harness Racing Victoria, the harness racing industry, its participants and any other Harness racing related individuals, Clubs or organisations.

This policy aims to protect the interests of the code of Harness Racing, licensed persons, its employees and officials of Harness Racing Victoria and the Victorian Harness Racing Industry.

This policy is not designed to discourage people from accessing social media but rather to ensure that they are clear of their respective rights and responsibilities.

This policy does not apply where licensed participants engage in the personal use of social media where no reference to Harness Racing Victoria or anything related to the harness racing industry is made.

Scope

This policy applies to all participants in the Victorian Harness Racing Industry, including licensed Trainers, Drivers, stablehands and Registered owners.

What is Social Media?

Social media avenues include, however are not limited to:

- Social network websites such as Facebook, Bebo, Friendster
- Photo and Video sharing websites such as Flickr, Youtube, Snapchat
- Blogging applications such as Twitter
- Discussion boards, blogs and chat forums
- Online newspapers allowing for comments to be made
- Instant or SMS type messaging
- Other websites that allow persons to use publishing tools

Use of Social Media

Social Media should not be used for any of the following:

- To publish or make comments that are detrimental to the harness racing industry or any of its members;
- To direct abuse or inappropriate comments about other individuals or organisations that participate in the harness racing industry;
- To breach any of the Australian Harness Racing Rules;
- To assume or use the identity of another licensed person or official;
- To publish any information that is related to the harness racing industry that is confidential in nature or is part of any ongoing inquiry or investigation;
- To make any comment or post that is or could be considered to be offensive, abusive, racist, threatening, discriminatory, bullying, defamatory or disrespectful to another person or body in the harness racing industry and HRV, its employees, officials, participants that comprise of the Victorian Harness Racing Industry.

Associated Australian Rules of Harness Racing

Rule 231 (1): A person shall not threaten, harass, intimidate, abuse, assault or otherwise interfere improperly with anyone employed, engaged or participating in the harness racing industry or otherwise having a connection with it.

Rule 231 (2): A person shall not misconduct himself in any way.

Rule 243: A person employed, engaged or participating in the harness racing industry shall not behave in a way which is prejudicial or detrimental to the industry.

Rule 248: A person shall not say, publish or write or cause to be said, published or written anything malicious, intimidatory or otherwise improper about the Controlling Body, its members and employees or the Stewards or anyone else associated with the harness racing industry.

Breach of Policy

Non-compliance of this policy may result in that person being called before the Harness Racing Victoria Stewards.

HRV reserves the right to require the immediate removal or modification of medial contents that result in a breach of this Policy and/or the associated ARHR.

Any queries in relation to this policy please contact the Harness Racing Victoria Stewards department on 8378 0222.