



# MNZ Electronic Communications and Social Media Policy

JUNE 2018

## 1. Introduction

Motorcycling New Zealand Inc (MNZ) recognises the importance of the increased usage of electronic mediums to communicate, and encourages responsible and ethical online behaviour.

Social media and networked electronic communication bring with them the increased risk of doing or saying things to which others might take offence. Due to the immediate nature of communication to a wide audience using channels such as Facebook, Twitter, Instagram and SMS, participants must be mindful to avoid inappropriate use of new media, whether unintended or simply without a proper understanding that once comments are made or published, they hard to retract.

This policy sets out a framework for acceptable online behaviour where communications involve fellow MNZ members, volunteers, officials, coaches, sponsors, partners, staff and anyone else connected with our sport or clubs. It covers guiding principles, usage, intellectual property, official MNZ social media, consideration for others and consequences of a breach of policy.

Please be aware this policy applies where reference is made to MNZ, members, officials, staff, clubs, volunteers etc, even if made on your personal pages. The policy is not designed to restrict fair comment and criticism; it is designed to ensure fair play and reasonable conduct when making those comments and criticisms.

## 2. Purpose

- 2.2 The Motorcycling New Zealand Electronic Communications and Social Media Policy has been developed to serve the best interests of MNZ members. Social networking through the use of internet-based and other electronic media platforms are integrated into everyday life. The importance of the internet has been recognised within the sport to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and partners.
- 2.3 MNZ is committed to supporting your right to interact knowledgeably and fairly through electronic communication, blogging, wikis and social media.
- 2.4 It is important that the reputations of MNZ, its members, affiliated clubs and officials (hereafter referred to as the Organisation) are not tarnished by anyone using electronic communications or social media tools inappropriately, particularly in relation to any content that refers to the Organisation. When someone clearly identifies their association with the Organisation, and/or discusses their involvement in this type of forum, they are expected to behave and express



MOTORCYCLING NEW ZEALAND INC.

211 Main Street, PO Box 253, Huntly 3740, New Zealand

+64 7 828 7852 admin@mnz.co.nz fax (07) 828 7928 www.mnz.co.nz

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themselves appropriately, and in ways that are consistent with MNZ's Code of Conduct and stated values and policies.

- 2.5 This policy provides guidelines to assist respectful and knowledgeable interaction with people on social media, internet pages and other online forms. It also protects the privacy, confidentiality and interests of current and potential members.
- 2.6 This policy does not apply to the personal use of electronic communications and social media platforms by MNZ members, staff or representatives where the user is referring to issues other than motorcycling, MNZ, affiliated clubs, members, officials, promoters and events.

### **3. Scope**

- 3.1 This policy applies to MNZ members, staff, officials and any individual representing or passing themselves off as being a member of MNZ, whether they are in a paid or unpaid/voluntary position or not, including but not limited to:
  - Individuals sitting on boards, commissions, committees and sub-committees;
  - Employees of MNZ;
  - Clubs, promoters and volunteers;
  - Members including licence holders;
  - National officials and athletes;
  - Support personnel (e.g. managers, mechanics, family members etc);
  - Coaches and officials.
- 3.2 This policy also applies to any other person or entity not referenced above who chooses to engage on social media pages and accounts operated by MNZ.
- 3.3 This policy covers all forms of electronic communications and social media. Electronic communications and social media include, but are not limited to:
  - SMS and emails;
  - Websites;
  - Maintaining a profile page on social or business networking platforms (e.g. LinkedIn, Facebook, Instagram, Skype, etc);
  - Micro-blogging platforms (e.g. Twitter, Snapchat, etc);
  - Content-sharing platforms (e.g. Flickr (photo sharing) and YouTube (video sharing));
  - Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
  - Online forums and discussion boards;

- User-generated 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
- Online encyclopaedias such as Wikipedia;
- Any other websites;
- Reposting content (members shall not repost content if the member knows the content has not been appropriately credited to the original source).

3.4 The intent of this policy is to include anything posted online or communicated electronically where information is shared that might affect members, colleagues, clients, sponsors or motorcycling as an organisation and sport.

#### **4. Guiding Principles**

4.1 The web is not anonymous. MNZ, its members, staff and representatives should assume that everything they write can be traced back to them.

4.2 Due to the unique nature of our sport, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a member or volunteer for MNZ. All members of MNZ and/or participating stakeholders are considered to be representatives of the Organisation.

4.3 Honesty is always the best policy, especially online. It is important that MNZ members think of the web as a permanent record of online actions and opinions. Even when an item is deleted from a particular site it continues to exist in some form somewhere.

4.4 When using the internet for professional or personal pursuits, all members must respect the MNZ brand and follow the guidelines in place to ensure MNZ's intellectual property and its relationships with sponsors and stakeholders are not compromised (see section 5 below) and that the Organisation is not brought into disrepute.

#### **5. Usage**

5.1 MNZ members, staff, officials and representatives using electronic communications or social media:

- Must not post or link to libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on or publish information that is confidential or in any way sensitive to MNZ, its affiliates, partners or sponsors;
- Must not bring the organisation or MNZ or motorcycling into disrepute;
- Must not unfairly criticise MNZ or affiliated clubs or members;



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- Must not make threats of any kind to MNZ members.

5.2 For MNZ staff using electronic and social media, such use must not interfere with work commitments.

5.3 Furthermore, MNZ members, staff, officials and other representatives may not use the MNZ brand (see section 7 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual, and do not represent or reflect the views of MNZ.

## 6. Cautions

- Do not include personal information about yourself or others in social media channels;
- Do not use offensive, provocative or hateful language;
- Use your best judgment – do not publish something that makes you the slightest bit uncomfortable, and never write or publish if you are feeling emotional or upset (or are intoxicated);
- Be aware of other persons or brand images in photos that may not wish to be associated with your opinions and/or discussions;
- Never post a photo of a child or young person without permission from the child’s parent or guardian;
- Always ask for permission before posting photos of other people.

## 7. Branding and Intellectual Property (IP)

7.1 It is important that any trademarks belonging to MNZ or affiliated clubs 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:

- Club, MNZ and championship logos. Only MNZ and clubs have the right to use their logos in any form, including on social media, unless express written permission is granted. If such permission is granted, then the person using the logo must adhere to the logo usage guidelines.
- The “Advancing the sport of motorcycling”, “Keeping motorcycle sport fun, fair and safe”, and any other associated slogans;
- Images depicting volunteers, staff and/or equipment, except with the permission of those individuals;
- MNZ imagery, copy and other content.

## 8. Official MNZ blogs, social pages and online forums



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- 8.1 When creating a new website, social networking page or forum for staff/club/member use, care should be taken to ensure the appropriate person at a club/MNZ level has given written consent to create the page or forum.
- 8.2 Similarly, appropriate permissions must be obtained for the use of logos and images. Images of children may not be replicated on any site without the written permission of the child's parent and/or guardian.
- 8.3 For official MNZ blogs, electronic communications, social media pages and online forums:
- Posts must not contain or link to pornographic or indecent content;
  - Offensive and/or abusive language will not be tolerated;
  - Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
  - MNZ members, staff, officials and other representatives must not use MNZ online pages to promote personal projects; and
  - All materials published or used must respect the copyright of third parties.

## **9. Consideration towards others when using social networking sites**

- 9.1 Social networking sites allow photographs, videos and comments to be shared with thousands of other users. MNZ members, staff, officials, representatives and related stakeholders must recognise 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 a private MNZ-permitted event will not appear publicly on the internet. In certain situations, MNZ members, staff, officials and representatives could potentially breach the Privacy Act or inadvertently cause the Organisation to be liable for breach of copyright.
- 9.2 MNZ members, staff, officials and representatives should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.
- 9.3 Under no circumstances should offensive comments be made about MNZ members, officials, staff or other representatives online.

## **10. Consultation and advice**

- 10.1 This policy has been developed to provide guidance for MNZ members, staff, officials and representatives in a new era of technology-enabled social interaction. Anyone who is unsure of their rights, responsibilities, liabilities or actions online and is seeking clarification should contact the MNZ office.

## 11. Complaints

11.1 If an MNZ member or affiliated club considers that any other MNZ member or representative has breached this policy, that member or club should report that concern, in writing, to the MNZ General Manager in the first instance, who will determine the appropriate action.

## 12. Breach of Policy

12.1 MNZ and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the General Manager.

12.2 Any breach of this policy may result in disciplinary action from MNZ. A breach of this policy may also amount to breaches of other MNZ policies. Disciplinary action may involve a verbal or written warning or in serious cases, termination of employment or engagement with MNZ. MNZ members may be disciplined in accordance with MNZ disciplinary regulations as set out in the MNZ Code of Conduct in the Manual of Motorcycle Sport (MoMS).

12.3 Disciplinary action may include penalties in the form of:

- a reprimand or warning;
- suspension of membership;
- a suspended penalty or a fine;
- exclusion from entry at a race meeting,;
- termination of membership; or
- a combination of any of the above.

See the Code of Conduct Investigation Process in the MoMS.

12.4 An appeal against a decision to impose a penalty must be made in accordance with Chapter 7.5 of the MoMS.

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