



# MOTORCYCLING NEW ZEALAND INC

## "Advancing the Sport of Motorcycling"

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### MNZ Social Media Policy

#### Policy Statement

MNZ supports and encourages the use of social media for the promotion of motorcycle sport in general and the business of MNZ in particular, and seeks to minimise the potential for social media to negatively impact on the sport, its participants and its stakeholders.

#### Scope

This policy applies to all employees, Board members, Commissioners, Commission Members, Officials and contractors.

#### Details

MNZ recognises the right of employees and contractors to participate in social media as individuals. However, in view of the high-profile nature of the sports industry, it is possible that their relationship with MNZ means they may be perceived as representing the views of MNZ in their comments or actions, even when using social media on a personal level.

Therefore employees, board members, commissioners, commission members, officials and contractors are expected to behave professionally at all times when using social media and be aware of the potential negative implications of their online behaviour.

You must ensure that you do not use social media in any way that is unlawful or could be damaging to the reputation of MNZ. Specifically they should:

- Not publish any disparaging comments with reference to MNZ, its competitors, teams, management, colleagues, fans, sponsors or any other stakeholder;
- Not comment about selection, injuries, tactics or anything that could adversely affect the reputation of MNZ;
- Not publish material that is defamatory, offensive, discriminatory, obscene, pornographic, racist or harassing;
- Not publish material that is copyright or proprietary information of, or confidential to MNZ without official permission;
- Not sign the names of other people, or disguise or attempt to disguise the true identity of the author or sender of the message without the permission of that person and MNZ.

MNZ reserves the right to monitor and review the use of social media by employees and contractors, and any breach of this policy may result in disciplinary action being taken, up to and including dismissal if the comments adversely affect MNZ's business and reputation.

## **Guidelines**

To assist with this MNZ provides the following guidelines for social media communications:

- Always express ideas and opinions in a respectful manner
- Take care not to conceal the true identity of the author or sender
- Be accurate and up to date
- Protect MNZ confidential information

Use of social media must:

- Not interfere with the satisfactory performance of the user's role
- Conform to the general standards of acceptable behaviour in the workplace
- Not involve any illegal, objectionable or unacceptable material
- Not be contrary to or interfere with the interests of MNZ

Employees or contractors using social media must:

- Not post communications that contain material that is obscene, objectionable or likely to be offensive
- Not solicit for personal gain or profit
- Not pass off personal views as representing MNZ – unless expressly advised to do so
- Not partake in any activity that violates New Zealand law and/or other relevant legislation
- Not use social media during work time to the extent that it conflicts with the user's duties or the business objectives of MNZ.