



**Mazda MX-5 Club of NSW Inc**  
ABN 82 599 208 521

## **Social Media Policy**

**Purpose of this document:** to provide guidelines for the appropriate use of social media for the benefit of Mazda MX-5 Club of NSW members.

**Scope:** the policy relates to all social media communication by site mediators and site visitors on the Official Mazda MX-5 Club of NSW Facebook page, Chapter Facebook Groups and other social media sites eg/ Twitter, Instagram, etc.

**Policy Mission:** The Mazda MX-5 Club of NSW embraces the use of social media by the Committee and all current members to connect with each other and with the broader community of sponsors, associated clubs and organisations and affiliated charities.

**Document Access:** The Social Media Policy should be available to members on the official Club website and included in the policy zone on Facebook, Instagram and Twitter.

**Responsibility for Implementation:** All members of the Mazda MX-5 Club of NSW Committee.

**Policy Status:** Approved by Committee 9 December 2015.

### **Compliance Legislation:**

Privacy Act 1988 (Cth)

Privacy and Personal Information Protection Act 1998 (NSW)

Copyright Act 1968 (Cth)

Anti-Discrimination Act 1977 (NSW)

Racial Discrimination Act 1975 No52 (Cth)

Age Discrimination Act 2004 No 68 (Cth)

Sex Discrimination Act 1984/4 (Cth)

Disability Discrimination Act 1992 No 135 (Cth)



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## **Aims of Social Media Use**

The Mazda MX-5 Club of NSW aims to:

- encourage member usage of social media platforms to share interests and knowledge related to the MX-5, Club events and safe driving
- provide a forum for discussion related to the MX-5, Club events and safe driving
- foster a sense of belonging and community between Club members and associated organisations
- encourage an environment where members and platform visitors feel welcome, respected and supported
- encourage an environment that displays consideration for the physical and emotional well-being of others and is free from harassment, hostility and intimidation
- encourage an environment that treats all users as equal and is free from discrimination on the grounds of age, gender, race, political philosophy, religion or ethnic origin.

## **Positive Social Media – Guidelines**

The Mazda MX-5 Club of NSW makes the following suggestions for all users of Club social media platforms:-

- our sites are public so consider your audience
- anonymous posts are discouraged - own your posts by including your name or social media identifier
- think before you post, social media content cannot be easily erased
- protect your privacy
- respect the privacy of others

## **Inappropriate Use of Club Social Media**

Inappropriate use of Mazda MX-5 Club of NSW includes but is not limited to:-

- using discriminatory, defamatory, abusive or otherwise objectionable language
- stalking, trolling, bullying or marginalising any individual or group
- uploading images of an illegal, violent or graphic nature including pornography, activity relating to firearms, bombs or terrorism, drug use and road traffic infringements
- accessing, downloading or transmitting any material deemed to be illegal under NSW or Commonwealth law
- using the accounts for political or industrial campaigning
- paid endorsements of any kind
- uploading information of a confidential nature that compromises the privacy of another person



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- conducting or promoting a private business enterprise
- infringing upon a copyright or trademark

In the event of an inappropriate post:

- the site moderator/editor will immediately remove the post
- the person(s) responsible may be notified of the removal and the reason
- the incident should be reported to the Committee
- where a dispute arises as a result of a post, the Committee will encourage affected parties to resolve the issue in a private forum and if this is deemed insufficient
- the affected parties will meet with members of the Committee to affect a resolution
- continued infractions may lead to a person or persons being blocked from Mazda MX-5 Club of NSW social media sites