



RACING AND WAGERING WESTERN AUSTRALIA

RWWA LICENSED PERSONS - USE OF SOCIAL MEDIA POLICY

Introduction

This document outlines the expectations of RWWA, and provides guidance, with regards to the use of Social Media by persons who are licensed within the Racing Industry in all three codes of Racing.

Purpose

Social Media, including blogs, chat rooms, forums, facebook, twitter, youtube and other public media are a popular and ever-changing way for persons to interact with each other and share comment and opinions on issues.

RWWA acknowledges that Social Media is an important medium for persons within the Racing industry to engage with others, voice their opinions and be involved in debate on industry issues.

This Policy provides licensed persons with guidance as to the expectations of RWWA where Social Media comment/discussion/content or publication relates to anything in connection with Racing. It is designed to protect the interests of Racing and RWWA and the persons associated with them.

This Policy requires that when using Social Media persons are clear about their responsibilities in regard to the image of Racing, and ensure that any references to Racing are factually correct and accurate and do not breach confidentiality or integrity requirements. Person must show respect for the individuals and groups with which they may interact.

This Policy does not apply to personal use of Social Media by licensed persons where the user makes no reference to Racing or Racing related issues.

Scope

This Policy applies to all persons defined as Licensed within the Policy.

DEFINITIONS- for the purpose of this Policy:

“Licensed Person” means any Thoroughbred, Harness Racing or Greyhound;

- AI Technician;
- Attendant;
- Apprentice Jockey;

- Bookmaker;
- Bookmaker's Clerk;
- Breeder,
- Catcher;
- Driver;
- Driver's Agent;
- Farrier;
- Handler;
- Jockey;
- Owner;
- Rider's Agent;
- Stablehand;
- Strapper;
- Studmaster;
- Track Rider;
- Trainer;
- Veterinary Surgeon.

NB: Person's mentioned above that do not hold a specific license with RWWA, are bound by the Rules of Racing in accordance with section 45(6) of the Racing and Wagering Act 2003 and for the purposes of this policy are therefore defined within the policy as "Licensed Persons".

"Racing/Racing Industry" means Thoroughbred, Harness or Greyhound Racing wherever in the world it is conducted.

"RWWA" means Racing and Wagering Western Australia.

"Social Media" means, but is not limited to, the personal or business use of:

- Social networking sites e.g. Facebook, MySpace, Bebo, Friendster and LinkedIn;
- Micro blogging sites e.g. Twitter;
- Weblogs, like Wordpress and Blogger, including corporate blogs, personal blogs or blogs hosted by media outlets;
- Online newspapers allowing comments;
- Wikis and online collaboration sites, like Wikipedia;
- Forums and discussion boards and groups, e.g. Whirlpool, Yahoo! groups or Google groups, including racing and sports related forums;
- Online multiplayer gaming;
- Instant messaging (SMS);
- Video and photo sharing websites e.g. Flickr and You Tube;
- Any Mobile app that allows reviews, comments or geo-tagging.

"Social Media platforms/channels" means Social Media platforms or Social Media channels are the sites used for Social media purposes, like Facebook, Twitter, blogs etc.

“Publish/Publications/Posts” means publishing, publications, posts and posting in this document all mean anything written, uploaded or otherwise published on a Social Media platform.

“Engage/Engagement” means actively publishing content of any type (text, photos, videos etc.) on Social Media channels as a reaction to other online publications.

“Content” means any text, image or video that is ready for publication or has been published on a Social Media platform.

Use of Social Media

Licensed Persons must not use Social Media to:

- Make/Publish any comments, which may be deemed to be detrimental to the image of Racing, or which may bring Racing into disrepute;
- Be disrespectful or abusive to any individuals or communities with which they interact/engage with;
- Use the identity of another licensed person or Racing official;
- Contravene any Rules of Racing;
- Disclose any information that is not readily available to the Public or disclose any confidential information (eg matters which are the subject of an ongoing Stewards inquiry or investigation);
- Publish any information in relation to Racing that is not factual or informed;
- Post material, content or comment, that is obscene, offensive, defamatory, disparaging, racist, threatening, harassing, bullying, discriminatory, hateful or abusive to another person or entity including Racing and RWWA, its employees, officials, other participants, contractors, partners and competitors.

Licensed Persons when using Social Media must:

- Adhere to the Terms of Use, and seek to conform to the cultural and behavioral norms, of the Social Media platform being used;
- Identify themselves as a licensed person if they are referring to any matter involving RWWA, its people, its officials, other licensed persons or competitors and/or other racing related individuals or organizations;
- Not publish/post any content, in relation to Racing, that is false, misleading or unsubstantiated;
- Respect copyright, privacy, financial disclosure and other applicable laws;
- Be polite and respectful of other individuals and communities opinions;
- Ensure that anything published is free from harassment regarding racial, ethnic, religious, physical or sexual characteristics or sexual orientation;
- Not make an assumption that their identity as a Licensed Person, within the Racing Industry, may not be revealed.

A breach of this Policy may result in that person, or persons, being called to appear before the RWWA Stewards to face the possibility of disciplinary action. As a result of these proceedings a Charge(s) may be laid under the

Rules of Racing with penalties of fines, suspensions, disqualifications or cancellations of licenses being invoked.

Any queries in relation to this Policy should be directed to the RWWA Stewards Department.

(Paragraph in italics added to “Licensed Person” definition 25/2/13)