



Ballarat Light Car Club Inc. Social Media Policy.

GUIDELINES FOR SOCIAL MEDIA PARTICIPATION AS PART OF THE BALLARAT LIGHT CAR CLUB INC.

These guidelines apply to Ballarat Light Car Club members either financial or social who create or contribute to BLCC Social Media. Whether you log into Twitter, Instagram, Team App, Website and Facebook page, or comment on online media stories — these guidelines are for you.

While all Ballarat Light Car Club members are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

1. Your honesty will be noted in the Social Media environment. If you are writing about BLCC or an associated partners (CAMS, Motorsport Complexes, Other Car Clubs and Events Series.). If you have a vested interest in what you are discussing, be the first to say so.
2. All statements must be true and not misleading; all claims must be substantiated.
3. Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.
4. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to The Ballarat Light Car Club. Make sure your efforts to be transparent don't violate Ballarat Light Car Club privacy, confidentiality, and legal guidelines
5. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the Media/Online Compliance Officer for advice and/or to disengage from the dialogue in a polite manner that reflects well on Ballarat Light Car Club.
6. If you want to write about CAMS, State and Local Government departments, Motorsport Complexes, Other Car Clubs and Events Series, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
7. Please never comment on anything related to legal matters, litigation, or any parties Ballarat Light Car Club may be in litigation with.
8. Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your IP address. Refer all Social Media activity around crisis topics to Media/Online Compliance Officer.
9. Be smart about protecting yourself, your privacy, and Ballarat Light Car Club confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory. NOTE: Mainstream media inquiries must be referred to the Media/Online Compliance Officer.