



Use of Social Media by National Arabian Racehorse Association Licensed Personnel

Purpose

Social Media including blogs, forums, facebook, twitter, youtube, flickr and other public media is becoming an increasingly popular way for people to communicate with each other in online communities of shared interest and to create, share or consume content.

This Policy provides people who are holders of licences with the National Arabian Racehorse Assoc. and owners/lessors/leesees of registered Arabian racehorses who use social media either as (a) part of their job, or (b) in a personal capacity, with guidance as to the expectations where the social media engagement is about the National Arabian Racehorse Assoc., the Arabian racing industry, its people, and other racing related individuals, clubs or organisations.

The Policy is designed to protect the interests of the sport of Arabian racing, the individual engaging, other licensed persons, employees and officials of the National Arabian Racehorse Assoc. and the Australian Arabian racing industry.

In brief, the Policy requires that when engaging in social media you are clear about who you are **representing**, you take **responsibility** for ensuring that any references to the National Arabian Racehorse Assoc. are factually correct and accurate and do not breach confidentiality or integrity requirements, and that you show **respect** for the individuals and communities with which you interact.

It is important to note that this policy does **not** apply to the personal use of social media platforms by licensed persons where the user makes no reference to the National Arabian Racehorse Assoc. or Arabian racing related issues.

Scope

This Policy applies to all National Arabian Racehorse Assoc. licensed persons including all categories of trainers and jockeys, apprentice jockeys, stablehands, and to any other person who is notified that this Policy applies to them.

If you are either **officially authorised** to represent your employer or the National Arabian Racehorse Assoc. in social media, or if you are discussing the National Arabian Racehorse Assoc. or Arabian racing related issues in your **personal use** of social media platforms, you are required to follow this Policy.

A breach of this policy by a licensed person may result in that person being called before the Board of the National Arabian Racehorse Assoc.

Guidelines

1. Social Media Tools

Social media tools include:

- social networking sites eg Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites eg Flickr, YouTube
- micro-blogging sites eg Twitter
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups , including racing and sports related forums (e.g. racingandsports.com.au or forum.thoroughbredvillage.com.au)
- online encyclopaedias such as Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools.

2. Use of Social Media on Racedays

If you are directly involved in a competitive capacity as a trainer, jockey, apprentice jockey, strapper or racing manager at a race meeting, you must observe the Australian Arabian Rules of Racing when using social media tools to communicate. As you may already be aware, your comments on social media tools can be accessed and seen by the public more broadly, as if you were responding to questions during a live television or radio interview, therefore, your comments must be professional and not of such a nature that realises a breach of an Australian Arabian Rule of Racing.

3. Use of Social Media Platforms for Personal Use

This section outlines how this policy on the use of Social Media applies if you choose to make references to the National Arabian Racehorse Assoc., its officials, other licensed people, and/or other Arabian racing related individuals or organisations when you are using a social media platform in a **personal capacity**. The National Arabian Racehorse Assoc. will treat social-networking commentary in the same manner as comments made in person or in the traditional media, which means that any licensed person could face disciplinary action for posts via Twitter, Facebook, etc., that are deemed to be in contravention of the Australian Arabian Rules of Racing.

3.1. Representation

When using social media for private use, you are required to:

- identify yourself as a licensed person if you refer to the National Arabian Racehorse Assoc., its people, its officials, other licensed persons or competitors and/or other racing related individuals or organisations;
- ensure you do not knowingly use the identity of another licensed person or an employee of an Arabian racing related individual (e.g. jockeys, strappers or trainers, including variations of a name);
- be mindful during your social media engagements of the importance of not damaging, or potentially damaging, the Arabian racing industry's reputation, commercial interests and/or bringing, or potentially bringing, your employer or the National Arabian Racehorse Assoc. into disrepute;
- disclose only publicly available information. You must not comment on or disclose confidential information (eg matters which are the subject of an ongoing stewards inquiry or investigation)

3.2. Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- any information about Arabian racing that you provide is informed and factually accurate and does not breach the Australian Arabian Rules of Racing; and
- if you are offering your personal perspective on a matter related to Arabian racing, be mindful that your commentary and opinion does not cause damage to the image of Arabian racing.

You are required to:

- ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about the National Arabian Racehorse Assoc., its employees, officials, other participants, contractors, partners, competitors and/or other Arabian racing related individuals or organisations; and
- ensure that you use caution and discretion before joining Facebook groups if such groups are acting against the interests of the National Arabian Racehorse Assoc, or the Arabian racing industry.

3.3. Respect

You are required to:

- be respectful of all individuals and communities with which you interact online;
- be polite and respectful of other opinions, even in times of heated discussion and debate;
- adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used; and
- respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.