



Motorcycling Queensland Electronic and Social Media Policy

Approved by the MQ Board 31.07.2012

1. Purpose

- 1.1. Motorcycling Queensland's Social Media and Communication Policy has been implemented to serve the best interests of its members. Motorcycling Queensland (MQ) is committed to supporting your right to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in Social Media.
- 1.2. It is important that the reputations of Motorcycling Australia (MA), MQ, MQ affiliated clubs, and/or MQ and MA officials are not tarnished by anyone using social media tools inappropriately. When someone clearly identifies their association with MQ or any MQ club and/or discusses their involvement in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with MQ's stated values and policies (please refer to the MQ constitution and strategic plan).
- 1.3. This Policy provides guidelines to assist to open up a respectful, and knowledgeable, interaction with people on the internet. It also protects the privacy, confidentiality and interests of MQ current and potential members. This policy does not apply to the personal use of social media by MQ members or staff where the MQ member or staff is not seen to be connected with and/or makes no reference to MQ or related issues.

2. Scope

- 2.1. This policy applies to the following MQ stakeholders, whether they are in a paid or unpaid/voluntary position:
 - Individuals sitting on boards, committees and sub-committees;
 - Employees of MQ
 - Clubs, promoters, and volunteers;
 - Members including licence holders
 - Support personnel (e.g. managers, family members, mechanics);
 - Coaches and officials
- 2.2. MQ members include all members of MQ affiliated clubs and MA licence holders in Queensland.

2.3. Electronic Communication and Social media tools include:

- SMS and emails;
- Websites;
- Social networking sites e.g. Facebook, My Space, Bebo, Friendster;
- Video and photo sharing websites e.g. Flickr, You Tube, Multiply;
- Micro-blogging sites e.g. 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;
- Online encyclopaedias such as Wikipedia;
- Any other web sites.

2.5. The intent of this policy is to include anything posted online or communicated electronically where information is shared that might affect members, colleagues, clients, sponsors, MA or MQ and/or MQ clubs.

3. Guiding Principles

- 3.1. It is essential that MQ members make a clear distinction between what they do in a professional or private capacity and what they do, think or say in their capacity as a member of MQ. All members of MQ are capable of being seen as representatives of MQ.
- 3.2. When using the Internet for professional or personal pursuits, all members must respect the MQ brand and all MQ clubs and follow the guidelines in place to ensure MQ's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5.0 below).

4. Usage

4.1. For MQ members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to MQ, its affiliates, partners or sponsors; and
- Must not bring MQ or motorcycling into disrepute.
- Must not unfairly criticise MQ, MQ clubs or MQ members.
- Must not make threats of any kind to MQ members.

4.2. Furthermore, MQ members and staff may not use the MQ brand (see 5.0 below) to endorse or promote any product, opinion or political cause; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of MQ.

5. Branding and Intellectual Property (IP)

5.1. It is important that any trademarks belonging to MQ or member clubs are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “ happening in subordinate conjunction with something else”). Trademarks include:

- Club, MQ and QMP logos;
- The “GoMoto”, “Minikhana”, "MotoSafe", “Queensland Moto Park” or any other associated slogans;
- Images depicting MQ or club volunteers, staff and/or equipment, except with the permission of those individuals;
- Other MQ imagery

6. Official MQ blogs, social pages and online forums

6.1. When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club/state level has been notified of its creation.

6.2. Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child’s parent and/or guardian. For official MQ blogs, social pages and online forums:

- Posts must not contain, nor link to, indecent content (e.g. pornographic or offensive content);
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- MQ members or employees must not use MQ online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

7. Consideration towards others when using social networking sites

7.1. MQ members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private MQ event will not appear publicly on the Internet. In certain situations, MQ members or staff could potentially breach the privacy act or inadvertently make MQ liable for breach of copyright. MQ members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

7.1. Under no circumstance should offensive comments be made about MQ members, volunteers or staff online.

8. Consultation or Advice

This policy has been developed to provide guidance for MQ members and staff in a new area of social interaction. MQ members or staff, who are unsure of their rights, liabilities or actions online and seek clarification, should contact the MQ General Manager.

9. Complaints

If an MQ member or MQ club considers that any other MQ member has breached this policy, that member or club should report that concern to the MQ general manager and MQ will determine the appropriate action.

10. Breach of Policy

10.1. MQ and its clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to MQ.

10.2. If detected, a breach of this policy may result in disciplinary action from MQ. A breach of this policy may also amount to breaches of other MQ policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with MQ. MQ members may be disciplined in accordance with MQ disciplinary regulations.