



# S O C I A L M E D I A P O L I C Y

ISSUED JUNE 2022



**Racing  
Victoria**



## Purpose

Racing Victoria (RV) understands and recognises the importance of Social Media as a tool for all connected with the Victorian racing industry to engage, interact, celebrate, communicate, learn, share and debate topics of personal and public interest.

As most Social Media content is shared in the public sphere, it is important that all “Participants” (as defined in RV’s Participant Protection Policy (PPP)) conduct themselves appropriately towards each other and the general public when using Social Media.

This Social Media Policy (Policy) aims to protect, promote and educate the Victorian racing industry about using Social Media in a safe and considerate manner.

While this Policy provides you with guidance to using Social Media as a Participant, it is ultimately an individual’s responsibility to comply with the Policy and make the appropriate decisions when using Social Media.

## What is Social Media?

Social Media refers to any internet-based technology, website or application that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

Social Media gives users quick electronic communication of content, such as personal information, documents, videos, and photos.

Users engage with social media via a computer, tablet, smart device or smartphone.

## What virtual networks and communities does Social Media include?

For the purposes of this Policy, RV considers Social Media to include:

- a) blogs, podcasts, video podcasts and/or forums;
- b) external and internal social networking sites such as (but not limited too) Facebook, Twitter, YouTube, TikTok and Instagram;
- c) instant messaging apps (including WhatsApp, Snapchat, Telegram, Facebook Messenger and SMS);
- d) “comments or engagement” sections attached to online articles, videos, images or posts; and
- e) any other website, application or form of digital media, which allows an individual user or company to upload and share content.



## Who does this Policy apply to?

This Policy applies to all Participants within the Victorian Thoroughbred Racing Industry (Industry) who are bound by the Rules of Racing (the Rules). As outlined in the PPP, this includes the following groups;

- Licensed Trainers;
- Riders;
- Stable Staff;
- An employee, officer, official and/or volunteer of a Club;
- Riders Agents;
- Permitted Veterinarians;
- RV employees, officials, volunteers and service providers engaged on raceday, official trials and/or jump outs such as photo-finish operators, barrier attendants and judges; and
- A relevant person, as defined in the Racing Act 1958 (Vic).

## When does this Policy apply?

Participants should follow the Policy for all uses of Social Media at all times. This includes when representing an employer or for personal use where the Social Media engagement is about:

- a) the Industry;
- b) Participants in the Industry;
- c) Sponsors, media and wagering operators;
- d) Industry clubs and/or organisations; and
- e) RV.

## Social Media Check List

The following information is provided as a guide for using Social Media. As stated previously it is an individual's responsibility to follow this Policy and act appropriately on Social Media.

Before using Social Media, consider the following questions:

- Would I want my manager, family or friends to see this?
- Would I regret my actions?
- Could this impact personal and/or professional relationships?
- Am I revealing any sensitive or confidential information?
- Could this have reputational impacts for myself, my employer and/or the Industry?
- Am I in breach of my obligations under the Australian Rules of Racing? (see for example: AR 228(d)) in the '*What happens if I breach this Policy?*' section



## Responsibilities of Participants

As a Participant, when using/engaging in Social Media, especially about the Industry and other Participants, you must remember you are bound by the Rules and:

- a) be clear about who you are representing whether you are engaging in social media on behalf of your employer or expressing your opinion in your personal capacity;
- b) that even where you are offering your personal perspective on an Industry related matter (including about RV and/or other Participants), be mindful about your commentary and opinion, in that it does not breach privacy, confidentiality or integrity requirements;
- c) ensure that you do not knowingly use the identity of another person (including anonymous, “burner” and/or fake accounts);
- d) show respect for the individuals and communities with whom you interact; and
- e) to take into consideration that your comments/content may have the potential to cause harm to the emotional, mental wellbeing and/or physical health of another Participant.

## Conduct which may be a breach of this Policy

RV is primarily concerned with a Participant’s use of Social Media that is deemed by RV in its sole discretion to be detrimental to the interests and/or image of racing. Which as a result may also cause mental and emotional anguish to a Participant.

As a guide, RV may consider the following conduct on Social Media, as a breach of this Policy:

- a) the publishing or posting of content and/or material which uses obscene, offensive, defamatory, threatening, discriminatory or abusive language;
- b) accessing, downloading or transmitting any kind of sexually explicit material, violent and/or graphic images;
- c) accessing, downloading or transmitting any material deemed to be illegal under Commonwealth or State law;
- d) accessing, downloading or transmitting hate speech and/or racist material;
- e) breaching the reasonable expectation of privacy of a person; and
- f) attempting to gain unauthorised access to the computing resources of RV.



## What happens if I become aware of a potential breach of this Policy?

If you are aware of conduct which may be deemed a potential breach of this Policy, we request you report it to RV's Participant Protection Manager by either:

- i. calling 0428 413 935; or
- ii. emailing [participantprotection@racingvictoria.net.au](mailto:participantprotection@racingvictoria.net.au); or
- iii. completing the **Safeguarding Concern Form** online.

## What happens if I breach this Policy?

Pursuant to AR 233(a), a breach of this Policy by a Participant may be considered a breach of the Rules. Indeed, depending on the conduct identified, charges and penalties may be applied under a range of Rules, including;

- **AR 228(d)** – publishing or posting on any social media platform or channel any material, content or comment that is obscene, offensive, defamatory, racist, threatening, harassing, discriminatory or abusive to or about any other person involved in the racing industry.
- **AR 228(e)** – conduct which threatens, disparages, vilifies or insults another person on any basis, including but not limited to, a person's race, religion, colour, descent, national or ethnic origin, special ability/disability, or sexual orientation, preference or identity, while the other person is acting in the course of his or her duties in the racing industry.
- **AR 233(b)** – engage in workplace harassment or bullying of a person while the person is acting in the course of his or her duties while employed, engaged in, or participating in the racing industry.
- **AR 233(c)** – engage in sexual harassment of a person employed, engaged in, or participating in the racing industry.

For guidelines and further information, please visit the **RV website** or contact the RV Participant Protection Manager by calling 0428 413 935.

### Related Policies and Rules

- **RV's Participant Protection Policy**
- **RV's Speak Up Policy**
- **RV's Safeguarding Young Persons Policy**
- **The Rules of Racing**



## Policy Review and Approval

This Policy is reviewed annually and as required. This may occur due to a change of operation, new legislative obligation, government recommendations or recommendations as a result of audits.

In addition to the annual review, recommendations for changes to this Policy may be submitted to **RV's Participant Protection Manager** for consideration.

This Policy is available to Participants and the general public in the **Participant Protection and Wellbeing** section on the RV website.

Version	Nature of Change	Reviewing Party	Approval Date
3	General Review	RV	03/06/2022
2	General Review	RV	20/12/2019
1	General Review	RV	04/09/2019

**The RV Group**

Racing Victoria Limited ABN 88 096 917 930

RVL Media Pty Limited ABN 64 137 208 809 (RVLM)

RVL Media International Pty Limited ABN 69 612 838 418 (RVLMI)

400 Epsom Road Flemington VIC 3031



**Racing  
Victoria**