

The NSW Greyhound Breeders, Owners & Trainers' Association Limited
Internet, Email and Social Media Policy
(Directors)

The NSW GBOTA conducts greyhound racing at:

- Wentworth Park
- Gosford
- Lismore
- Maitland
- Bulli
- Bathurst
- Gunnedah
- Temora
- Appin

This policy applies to all Directors of the Association.

1. Internet Use

(a) Guiding Principles

The internet is provided by NSW GBOTA for business use. Limited private use is permitted if the private use does not interfere with a Director's work and that inappropriate sites are not accessed e.g. pornographic.

(b) Breach

Failure to comply with these instructions is a serious matter and may be subject to appropriate investigation. In serious cases, the penalty for an offence, or repetition of an offence, may include disciplinary action. Directors need to be aware that some forms of internet conduct may lead to criminal prosecution.

2. Email Use

(a) Guiding Principles

- Email facilities are provided for formal business correspondence.
- Take care to maintain the confidentiality of sensitive information.
- Limited private use of email is allowed if it doesn't interfere with or distract from a Director's responsibility to the Association. However, the NSW GBOTA has the right to access incoming and outgoing email messages to check if a Director's usage or involvement is excessive or inappropriate.

- Non-essential email, including personal messages, should be deleted regularly from the ‘Sent Items’, ‘Inbox’ and ‘Deleted Items’ folders to avoid congestion.

(b) Responsibilities

To protect NSW GBOTA from the potential effects of the misuse and abuse of email, the following instructions are for all users:

- i. No material is to be sent as email that is defamatory, in breach of copyright or business confidentiality, or prejudicial to the good standing of NSW GBOTA in the community or to its relationship with staff, customers, suppliers and any other person or business with whom it has a relationship.
- ii. Email must not contain material that amounts to gossip about colleagues or that could be offensive, demeaning, persistently irritating, threatening, and discriminatory, involves the harassment of others or concerns personal relationships.
- iii. When using email a Director must not pretend to be another person or use another person’s computer without permission.
- iv. Excessive private use, including mass mailing, “reply to all” etc. that are not part of the Director’s duties, is not permitted.

(c) Breach

Failure to comply with the Email Use Policy may be investigated. In serious cases, the Board of Directors may consider disciplinary action.

3. Social Media Use

NSW GBOTA expects Directors to maintain a standard of behavior in accordance with the Code of Conduct of Directors as outlined in the Governance Charter of the Association and any laws relating to the use of Social Media for work or personal purposes.

(a) Scope

This policy applies to all Directors of NSW GBOTA who contribute to or perform duties such as:

- Maintaining a profile page for NSW GBOTA on any social or business networking site (including, but not limited to LinkedIn, Facebook, MySpace, Bebo, Friendster or Twitter);
- Making comments on such networking sites for and on behalf of NSW GBOTA;
- Writing or contributing to a blog and/or commenting on other people’s or business’ blog posts for and on behalf of NSW GBOTA; and/or
- Posting comments for and on behalf of NSW GBOTA on any public and/or private web-based forums or message boards or other internet sites.

(b) Company Representation

No Director of NSW GBOTA is to engage in Social Media as a representative or on behalf of NSW GBOTA unless they first obtain NSW GBOTA's approval in writing or by agreement/resolution at a Board meeting.

If any Director of NSW GBOTA is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of NSW GBOTA.

All Directors of NSW GBOTA must ensure they do not communicate any:

- Confidential Information relating to NSW GBOTA or its clients, business partners or suppliers;
- Material that violates the privacy or publicity rights of another party; and/or
- Information, (regardless of whether it is confidential or public knowledge), about clients, business partners or suppliers of NSW GBOTA without their prior authorisation or approval to do so; on any social or business networking sites, web-based forums or message boards, or other internet sites.

4. Private Use

It is difficult to draw a distinction between professional and personal lives online. Facebook, LinkedIn, etc. profiles will probably reference membership of the NSW GBOTA. It should be expected that if the NSW GBOTA is referenced anywhere online that readers will correlate personal thoughts and opinions with the NSW GBOTA.

When commenting, it is important to be transparent about any affiliation with the NSW GBOTA, and to explain the context and position of the commentator; as a member, Official Spokesperson, etc. If not authorised as an NSW GBOTA spokesperson, this fact must be added as a disclaimer to all comments where a conflict of interest or difference of views arises:

"The opinions and positions expressed are my own and don't necessarily reflect those of the NSW GBOTA."

If a Director comments regularly, then a permanent and prominent disclaimer on a personal blog or profile is the best way to address this requirement.

(a) Protect Confidentiality

Online comments are not private. Expect that posts will be around for a long time and could be shared with many others. Many embarrassing media files, e-mail comments and opinions have "gone viral". Be aware that comments or posts could be shared with the whole world.

With this in mind:

- Avoid identifying and discussing others without written permission, including customers, suppliers, friends and co-workers;
- Obtain written permission before posting pictures of others, or before posting copyrighted information; and
- Never discuss proprietary (NSW GBOTA) information, including finances, strategies, unannounced services or anything considered "confidential".

(b) General Responsibilities

Participants in NSW GBOTA discussions are responsible for all communications posted online. In this context, participants are responsible to ensure that:

- Any information posted is factual and accurate;
- All comments are truthful;
- Mistakes are quickly and publicly corrected;
- If Opinion is expressed, that any affiliation with the NSW GBOTA is disclosed, and it is made clear that the opinion is personal (see aforementioned disclaimer);
- The information posted is already publicly available, unless the participant is an authorised representative of the NSW GBOTA;
- You do not knowingly use another person's identity;
- You refer to and adhere to the Terms of Reference of the service utilised.
- You do not breach Copyright, Privacy or other laws in posts.

(c) Guiding Principles

Participants must always express ideas and opinions in a respectful manner. The guiding principle is to treat others like one would like to be treated, and ensure that:

- Any information posted does not cause damage to the NSW GBOTA;
- Sources are attributed and referenced (ideas/opinions not passed as one's own);
- Comments are in good taste;
- Participants are aware that linking to another site may imply that you endorse it's content;
- Participants do not denigrate or insult others, including competitors or those who do not agree with personal opinions;
- Approaches are fair to all political, religious, economic or racial differences and opinions;
- Apologies are quickly given if opinions offend; and
- Postings are not obscene, defamatory, threatening, discriminatory or hateful of any person or organisation.

All postings reflect on the perception of the NSW GBOTA as well as the Director.

(d) Breaches

Failure to comply with its Social Media Policy is a serious matter and may be subject to appropriate investigation, including consideration of disciplinary action.