



GUIDELINES FOR THE USE OF SOCIAL MEDIA

To be referred to in conjunction with the CAMS Social Media Policy

1. Mobile devices and social media should not be used while officials are on duty.

Your attention should always be to your officiating duties. Save the internet for on your break or the end of the day.

2. Put yourself in the other person's shoes.

Take a moment to think before you post. If it was you someone was posting a picture or comment about, how would you feel?

3. Once it's out there, it's out there.

Never assume that something you post online is private. Comments, photos, statuses can all be copied, shown to friends, screen captured and saved or sent on by others. Always assume the person you are posting about will see your post.

4. If in doubt, leave it out.

If you have to stop and think about it, it probably means you should not be posting it! Remember, your online presence is part of your personal brand. What you say and do online affects how people perceive you.

5. Social media should not be used to make disparaging or negative remarks about competitors, officials, volunteers, event organisers, promoters or CAMS.

There can be serious consequences for misuse of social media. If you have an issue that needs resolving, there are appropriate channels to do this through. The CAMS Member Protection Policy and OHS Policy are available on the CAMS website. If you need advice on how to resolve an issue, call CAMS on 1300 883 959.

6. Never post photos or comments about a motor sport incident.

It is vitally important that we all respect the privacy of individuals involved in accidents or incidents, whether on or off track. Never, ever post photos, comments or information on social media or other online forum about an accident or incident. Remember point 2: Put yourself in their shoes.

7. Use social media as a tool to promote and encourage the development of our sport.

Social media is an amazing platform if used responsibly and for a positive purpose. Use it to promote events, clubs, activities and membership. Use it to spread the word about our great sport, and keep it positive!