

Central Coast Mountain Bike Club INC.

SOCIAL MEDIA ENGAGEMENT RULES



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1. INTRODUCTION

1.1 This document, CCMTB Inc. Social Media Engagement Rules, constitutes part of the Central Coast Mountain Bike Club Incorporated Rulebook.

1.2 This document will be amended from time to time in a manner determined by the CCMTB. Such amendments shall become effective from the 1st of January the year following the amendment.

1.3 This document shall be interpreted as an independent and autonomous text and not by reference to existing law or statutes and shall take precedence over other clauses in the CCMTB Rulebook should there be a conflict or contradiction. If this document is silent on a particular matter, then other relevant clauses in the CCMTB Rulebook relating to that matter shall prevail subject however, to the application of the legal principle of *lex specialis derogat legi generali* which provides that a specific provision should govern over a general provision.

1.4 The headings used for the various parts and Clauses of these Rules are for convenience only and shall not be deemed part of the substance of these Rules or to affect in any way the language of the provisions to which they refer.

1.5 Unless the contrary intention appears in this document:

- a) words importing a gender include every other gender and
- b) words in the singular include the plural and words in the plural include the singular and

PURPOSE

1.6 Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share and utilise content. The interest and participation in social media is growing very quickly and this extends to the CCMTB Inc. who recognise that social media offers new opportunities to communicate with members and non-members alike.

1.7 The CCMTB sees social media as an important tool for both member and non-member engagement. CCMTB rules for Social Media Engagement is designed to protect the interests of the CCMTB their members, volunteers, sponsors and the sport as a whole.

2. APPLICATION

2.1 These Social Media Engagement Rules apply to the CCMTB their members, volunteers, sponsors and to any other person who is notified that this policy applies to them.

2.2 These rules do not apply to the personal use of social media unless a reference is made to the business or associated activities of the CCMTB or their members.

2.3 For the purpose of these Rules, references to "Social Media" will include, but is not limited to, any one of a broad scope of online communication channels and tools that allow and/or facilitate various means of interaction (through comments, posts, updates or any other means of response), communication and information sharing such as:

- Blogs
- Microblogs (i.e. Twitter, Tumblr)
- Podcasts
- Message boards and other community forums
- Streaming and online video Websites
- Social networking sites (i.e. Facebook, MySpace)
- Individual pages and groups on social networking sites (i.e. Facebook "fan" pages)
- Professional networking sites (i.e. LinkedIn, Groupsite, Plaxo)
- Media repositories (i.e. YouTube, Flickr)
- Wikis
- Any other mechanism that is published, posted to, uploaded to, downloaded from or accessible from a variety of social media.

2.4 The CCMTB and members must adhere to all applicable laws with respect to intellectual property (including trademarks and copyrights), disclosure/confidentiality, defamation, harassment and invasion of privacy.

3. BREACHING THESE RULES

3.1 A breach of these Rules shall include but is not limited to the following:

- Vulgarities, whether they be language, images or other offensive material, including, but not limited to, race, nudity or pornography. The administrators and moderators shall be the sole judges of what does and does not violate the standards.
- Accusatory and perceived libellous posts, whether stated as fact, perception, or hearsay.
- Bullying and/or harassment. The CCMTB club and their members must adhere to all applicable laws with respect to cyber bullying and/or harassment and perpetrators' will be reported to the appropriate statutory authority.
- Debate and discussion is encouraged and everyone is entitled to express their own opinion freely as long as the opinion is stated appropriately. Whether it is blatant or covert, the CCMTB club will not tolerate rudeness, insults or personal attacks. Do not disrespect, taunt or antagonise anyone, either on the Group page or via private messages or email.
- Inflammatory posts and remarks about activities of members should not be discussed in a public forum. If you have legitimate concerns about the conduct of any member or fellow group poster, you are encouraged to raise these concerns directly via a personal email to the CCMTB Secretary (ccmtbtours@gmail.com).
- If you have a problem or complaint about an CCMTB sponsored page in general, or with another member/poster, you should private message it directly to the moderators; posting to the group is not appropriate and will only inflame the situation. The moderators will evaluate the situation and mediate where appropriate.

4. CONSEQUENCES OF A BREACH

4.1 Depending on the social media device being used at the time and the nature and severity of the breach the following consequences may be applied:

CCMTB ASSOCIATION SPONSORED SITES

- Temporary ban from posting/interacting – this will generally mean the person is still able to view but not to contribute for a set period of time.
- Permanent ban from posting/interacting – generally only applied to a person who has consistently shown disregard for these social media engagement rules.

THE ROLE OF MODERATORS

5.1 Moderators manage the social media platforms on a day to day basis to ensure compliance with these Social Media Engagement Rules and thereby assists the CCMTB and their members to protect the image of the Sport.

5.2 Moderators for CCMTB sponsored social media platforms are appointed by the CCMTB. In all cases the moderators will:

- a) Ensure that all aspects of these Rules as stated or inferred are followed and adhered to and are vested with the authority to act when a breach occurs.
- b) Ensure topics remain relevant to the purpose of the social media tool being engaged. This means that some interactions and posts may be either asked to cease or be removed.
- c) Ensure that personal harassment and online interactions that are likely to be viewed negatively by the majority of the public or, for closed/private social media tools, members only are ceased and/or removed.
- d) Manage those allowed to view only or both view and post/interact on CCMTB social media tools.