

## Motorcycling New Zealand

### Social Media & Electronic Communications – Member Guide

Motorcycling New Zealand (MNZ) encourages positive, respectful and constructive communication across all online and electronic platforms.

Social media and electronic communications are powerful tools that help connect our sport, clubs, volunteers, officials and members. However, comments made online can quickly reach a wide audience and may remain public permanently, even after deletion.

This guide summarises the expectations of all MNZ members, clubs, officials, volunteers, staff, riders, supporters and participants when communicating online.

#### Think Before You Post

Before posting, commenting, sharing or sending content, ask yourself:

- Is it respectful?
- Is it accurate?
- Is it constructive?
- Have I considered how this may affect another person?
- Am I discussing an issue fairly, rather than targeting an individual?
- Would I say this face-to-face at an event?
- Does it reflect positively on the sport?

#### This Policy Applies To

This includes all forms of electronic communication, including Facebook, X, Instagram, TikTok, Snapchat and LinkedIn, Messenger, WhatsApp, Discord, Teams, Slack and SMS, Emails, websites and online forums, YouTube, podcasts, livestreams and video-sharing platforms; Blogs, chat groups, comments, reviews and online discussions.

The policy applies even when posting on personal accounts where references are made to MNZ, clubs, members, volunteers, officials, riders, events or the sport.

#### Expected Behaviour

All members are expected to:

- Communicate respectfully and professionally;
- Treat others fairly and courteously;
- Raise concerns constructively;
- Respect volunteers, officials and staff;
- Protect the reputation of motorcycling and MNZ;
- Respect privacy and confidentiality;
- Obtain permission before posting photos or information about others, particularly children and young people.

## **Unacceptable Behaviour**

The following behaviour is not acceptable:

- Personal attacks, bullying or harassment;
- Threats or intimidation;
- Offensive, abusive or hateful language;
- Spreading false or misleading information;
- Sharing confidential information;
- Publicly targeting volunteers, officials, clubs or members unfairly;
- Posting content that brings MNZ or the sport into disrepute.

Healthy discussion and fair criticism are acceptable. Personal abuse is not.

## **Remember**

The internet is not anonymous.

- Online posts can be permanent.
- Deleted content may still exist elsewhere.
- You represent yourself, your club and the sport.

Never post when angry, emotional or under the influence of alcohol or drugs.

## **Branding & Content**

Members must not use MNZ logos, branding or imagery without permission.

Always respect copyright and properly acknowledge original content creators when sharing or reposting content.

## **Concerns & Complaints**

If you believe this policy has been breached, concerns should be raised respectfully through the appropriate MNZ processes rather than through social media.

Breaches of this policy may result in disciplinary action under the MNZ Code of Conduct and the Manual of Motorcycle Sport (MoMS).

## **Our Shared Responsibility**

Everyone involved in motorcycling contributes to the culture of our sport.

We all play a role in ensuring MNZ remains:

- Fun
- Fair
- Safe
- Respectful
- Supportive of volunteers and participants

***Healthy debate is encouraged. Personal attacks are not.***

***If you would not say it face-to-face at an event, do not post it online.***