



**TRNT BOARD POLICY NO:**

**044**

**Date Introduced:**

**11 July 2019**

## **Social Media Policy**

### **Introduction**

This document outlines the expectations of TRNT, and provides guidance, with regards to the use of Social Media by persons who are licensed within the thoroughbred racing industry in Northern Territory (TRNT).

TRNT embraces social media, and recognises the benefits and importance of being able to engage with all stakeholders of the thoroughbred racing industry within the Northern Territory. At the same time, TRNT recognises the challenges faced by the dynamic nature of social media technologies that are highly accessible and have the potential to affect the public, private, personal and professional opinion, which may significantly impact TRNT's professional reputation.

### **Purpose**

The purpose of this policy is to provide direction to all "licensed participants", registered owners, TRNT Employees, Turf Club officials and any other persons who engage in social media about the TRNT, its participants, sponsors and funding bodies.

Social media, including blogs, chat rooms, forums, Facebook, Twitter, YouTube and other public media are popular and ever-changing ways for persons to interact with each other and share comment and opinions on events and issues.

TRNT acknowledges that social media is an important medium for persons within the thoroughbred racing industry to engage with others, voice their opinions and be involved in debate on industry issues.

The policy is not designed to discourage people from utilising social media and does not relate to the personal use of social media where the user makes no reference to TRNT or racing matters. The Policy requires that when using social media persons are clear about their responsibilities regarding the image of thoroughbred racing, and ensure that any reference to racing is factually correct and accurate and does not breach confidentiality or integrity requirements. Persons must show respect for the individuals and groups with whom they may interact.

### **Policy**

Social Media is not to be used for any of the following:

- To publish or make comments or posts that are detrimental to TRNT or any individual, organisation or club associated with the thoroughbred racing industry;
- To publish or make any comments or posts that could be considered obscene, offensive, defamatory, racist, threatening, harassing, discriminatory or abusive to or about any other individual, organisation or club associated with the thoroughbred racing industry;
- To publish any information related to thoroughbred racing that is relevant to any Stewards' inquiry or investigation, current or otherwise;

- To publish any information or make comment that could jeopardise the ongoing funding arrangements or sponsorship of the thoroughbred racing industry;
- To publish any information that is related to the thoroughbred racing industry that is considered confidential in nature;
- To breach any of the Australian Rules of Racing;
- To assume or use the identity of a licensed person or official within the thoroughbred racing industry.

When using social media, you are required to consider doing so with **responsibility, respect** and understanding of **whom you are representing**. Be mindful of the damage, or potential damage, that can be caused to the racing industry's reputation, commercial interests and financial viability.

### **Breach of TRNT Social Media Policy**

TRNT reserves the right to require the immediate removal or modification of any social media content that is in breach of the Policy or the Australian Rules of Racing.

Any breach of this Policy may result in the person responsible having action taken against them pursuant to the Australian Rules of Racing or in the case of a person licensed in the racing industry, being called to appear before the TRNT Stewards to face the possibility of disciplinary action.

### **Definitions**

**Content** – means any text, image or video that is ready for publication or has been published on a social media platform.

**Licensed Participants** – includes but is not limited to, barrier attendants, apprentice jockeys, bookmakers, bookmakers' clerks, farriers, jockeys, owners, stablehands, stewards, strappers, racing managers, track riders, trainers and veterinary surgeons.

**Publish** – includes writing, printing or communicating with a person or persons by any means and includes submitting content online. For the purpose of this Policy, publish also includes any action taken by a person to like, share, forward, repost or perpetuate comments made by another person.

### **Australian Rules of Racing – AR 228 Conduct detrimental to the interests of racing**

A person must not engage in:

- (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.

### **And furthermore, AR 233 – Other misconduct offences**

A person must not:

- (a) breach a policy, regulation or code of practice published by Racing Australia or a PRA.

**The Australian Rules of Racing can be found at the following link:**

[https://www.racingaustralia.horse/uploading/Australian rules of Racing/Australian Rules of Racing\\_01\\_June\\_2019.pdf](https://www.racingaustralia.horse/uploading/Australian%20rules%20of%20Racing/Australian%20Rules%20of%20Racing_01_June_2019.pdf)