

POLICY



Title: **Online Engagement and Social Media Standards**

Document No: CQDRA-P011-V001	Operative Date: 01/03/2026	Author: Karlene Kelly
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1. Purpose

- 1.1 This Policy establishes standards for acceptable conduct on social media by persons associated with Benaraby Dragway.
- 1.2 Its purpose is to protect the reputation, integrity, and safe operation of Benaraby Dragway, its people, and its events.

2. Scope

- 2.1 This Policy applies to all persons engaging with Benaraby Dragway, including but not limited to:
 - a) members;
 - b) competitors;
 - c) officials and volunteers;
 - d) sponsors;
 - e) spectators; and
 - f) members of the public.
- 2.2 This Policy applies to all forms of social media and online communication, including but not limited to Facebook, Instagram, TikTok, online forums, and messaging platforms.

3. General Conduct

- 3.1 All persons must, when engaging online in any way connected to Benaraby Dragway:
 - a) act respectfully and in good faith;
 - b) ensure content is not false, misleading, or deceptive;
 - c) not engage in harassment, bullying, discrimination, or abuse;
 - d) respect the privacy and confidentiality of others; and
 - e) not post or share content that may harm Benaraby Dragway or its community.
- 3.2 When engaging in comment threads or direct interactions on social media, all persons must:
 - a) engage respectfully with others and avoid personal attacks or hostile exchanges;
 - b) not engage in or escalate arguments, harassment, bullying or intimidation between users;

- c) not provoke, incite, or encourage others to engage in inappropriate or harmful conduct;
- d) take reasonable steps to disengage from escalating or unproductive interactions; and
- e) comply with any direction from Benaraby Dragway to cease or moderate interactions.

4. Official Social Media Use

- 4.1 Only authorised persons may post on official Benaraby Dragway social media accounts.
- 4.2 All official communications must be accurate, professional, and aligned with organisational values.

5. Personal Social Media Use

- 5.1 Individuals may use personal social media accounts freely, however they must not:
 - a) represent personal views as those of Benaraby Dragway; or
 - b) engage in conduct that breaches this Policy.

6. Prohibited Conduct (Including Injurious or Prejudicial Conduct)

- 6.1 Without limitation, the following conduct constitutes a breach of this Policy:
 - a) Engaging in any conduct, communication, or publication that is injurious or prejudicial to the character, reputation, or interests of Benaraby Dragway;
 - b) posting offensive, abusive, defamatory, or discriminatory content;
 - c) making public statements that are false, misleading, unverified, or not based on reasonable or accurate information;
 - d) publicly criticising or attacking Benaraby Dragway, its officials, volunteers, sponsors, or participants in a harmful, excessive, or inflammatory manner;
 - e) disclosing confidential or internal information without authorisation;
 - f) encouraging others to act against, boycott, or undermine Benaraby Dragway;
 - g) promoting unsafe or unlawful behaviour.

6.2 Definition

For the purposes of this Policy, conduct that is injurious or prejudicial to the character or interests of Benaraby Dragway includes any conduct, communication, or published content that:

- a) damages or has the potential to damage the reputation, credibility, or public image of Benaraby Dragway;
- b) undermines confidence in Benaraby Dragway, its officials, or its operations;
- c) causes or contributes to conflict, division, or loss of trust within the community; or

- d) exposes, or risks exposing, Benaraby Dragway to ridicule, contempt, or adverse public perception.

6.3 Clarification

Conduct that is injurious or prejudicial to Benaraby Dragway includes, but is not limited to:

- a) the publication or sharing of false, misleading, unverified, or exaggerated claims, whether intentional or not;
- b) commentary presented in a hostile, inflammatory, or reckless manner;
- c) the public airing of grievances that should reasonably be addressed through internal processes;
- d) sharing internal matters externally without authorisation.

6.4 A breach may occur regardless of:

- a) whether the content is later deleted; or
- b) whether harm was intended.

7. Reporting and Internal Resolution

7.1 Concerns, complaints, or disputes relating to Benaraby Dragway should be raised through appropriate internal channels ie via email.

7.2 Social media must not be used as the primary forum for dispute resolution.

8. Moderation and Platform Control

8.1 Benaraby Dragway reserves the absolute right to manage and control its social media platforms.

8.2 Without limitation, Benaraby Dragway may:

- a) remove, hide, or disable comments or posts;
- b) restrict or disable user interaction;
- c) block or ban users;
- d) report content or users to platform providers.

8.3 Such action may be taken without notice where content is considered to:

- a) be false or misleading;
- b) be disparaging or defamatory; or
- c) otherwise breach this Policy.

9. Enforcement and Disciplinary Action

9.1 Any person to whom this Policy applies, is bound by this Policy as a condition of entry, participation, and involvement with Benaraby Dragway.

9.2 Any breach of this Policy may result in disciplinary action.

9.3 Without limitation, actions may include, but are not limited to:

- a) verbal or written warning;
- b) direction to remove or correct content;
- c) restriction or removal of access to official social media platforms;
- d) suspension from events or activities;
- e) disqualification from events or championship standings;
- f) refusal of entry to, or removal from, the venue;
- g) removal from official or volunteer roles;
- h) suspension or termination of membership (where applicable); and / or
- i) prohibition from future participation or involvement in events.

9.4 Benaraby Dragway may take immediate interim action where content is causing ongoing harm, pending further review.

10. Condition of Entry and Participation

10.1 Compliance with this Policy is a condition of:

- a) entry to the venue;
- b) participation in events; and
- c) ongoing involvement with Benaraby Dragway.

11. Review

11.1 This Policy may be reviewed, amended, or updated by the Management Committee at any time.