Social Media Guidelines

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Social Media Guidelines

Introduction

Social media is an important part of today's society. It has both positive and negative benefits. Greyhound Racing Victoria (GRV) has developed these guidelines to assist you with your usage of social media in connection with the sport of greyhound racing in Victoria and the responsibilities that go with it.

About

GRV recognises the benefits of social media in assisting people, groups and organisations to communicate and share ideas, as well as its ability to bring together those with shared interest, hobbies and occupations. However, it can also be a platform for inappropriate communication by publishing confidential, improper, or damaging material that attacks individuals, damages the sport, or has a prejudicial effect on the integrity, interests and image of greyhound racing in Victoria and those involved in the sport.

This guideline supports racing rules, including National Rule GAR 165, that apply to the conduct of people registered by GRV and provides guidance in relation to expectations associated with activity on social media, where that social media activity relates to greyhound racing activities, including its participants (including fellow registered persons), clubs or GRV.

For more information about this industry guideline, or if you have concerns about inappropriate social media activity, please contact GRV Participant Support Line on 1300 144 360 or email: participants@grv.org.au.

Application

This guideline applies to anyone with activities which are connected to the sport of greyhound racing in Victoria. This includes everyone working, or registered with GRV, GRV staff, Clubs and their employees and agents.

This guideline does not apply to social media activity where no reference is made to Greyhound Racing Victoria, or anything related to, or in connection with, the greyhound racing industry.

Social media examples

- Social networking sites and apps such as Facebook, X – formerly known as Twitter, Instagram, Snapchat, TikTok, LinkedIn.
- Photo and video sharing sites and apps such as YouTube and Flickr.
- Discussion boards, online blogs and chat forums, including comments on pre-existing blogs and articles posted online by traditional media outlets and industry specific sites, such as Greyhound Recorder, Aussie Greyhounds forum, racingandsports.com.au, greyhound data forum and punters.com.au.
- Messaging apps and other chat functionality, such as WhatsApp, and including chat functionality within websites and apps.
- Websites that allow the publication of content, including online encyclopedias, such as Wikipedia.

Inappropriate social media activity

You should not:

- Publish or make comment that is detrimental to the greyhound racing industry, or any person, activity or organisation involved in it
- Direct abuse or make inappropriate comments about, or to other individuals, or organisations that participate in the greyhound racing industry
- Assume or use the identity of another registered person, official or organisation within the greyhound racing industry
- Publish information related to the greyhound racing industry that is confidential in nature, or is part of any ongoing inquiry or investigation
- Make a comment or post that is, or could be considered to be, offensive, abusive, racist, threatening, discriminatory, bullying, defamatory or disrespectful to another person or body in the greyhound racing industry.

Your responsibility

You are responsible for using social media appropriately and removing any inappropriate content when directed to do so by GRV. This includes information published on social media in your own name (or alias) or through accounts that are controlled, or otherwise linked to you.