

Social Media and Digital Platforms Policy

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Social Media and Digital Platforms Policy

Background

The Greyhound Racing Victoria (GRV) Social Media and Digital Platforms Policy sets standards for how registered persons use social media and online platforms in connection with greyhound racing.

GRV supports the respectful use of social media and is not seeking to prevent or limit genuine discussion, debate or criticism about greyhound racing. GRV recognises the importance of free speech, the exchange of ideas and the right for registered persons to express personal views in other areas of their lives.

However, registered persons agree to be bound by the Rules of Racing, which include obligations not to engage in conduct that is harmful, abusive, threatening, misleading or otherwise inconsistent with the standards expected of participants in the sport. This Policy is intended to protect the integrity, reputation and proper administration of greyhound racing, and to support the long-term interests of the industry.

This is consistent with social media policies adopted by many sporting bodies and administrators and helps ensure that public discussion occurs in a respectful, accurate and non-harmful way.

Key Principles

- GRV supports the positive, respectful, and responsible use of social media.
- Registered persons must not publish content in connection with greyhound racing that is likely to harm individuals or bring greyhound racing into disrepute.
- As a registered person in greyhound racing you accept the obligations that extend to conduct that is in the best interest of the sport overall. In some cases this may be a higher standard than general community obligations.
- A breach of this Policy is a breach of the Rules of Racing.



About

Social media provides valuable opportunities for people to communicate with others in the greyhound racing community and engage in constructive discussion that enhances the profile and reputation of the industry.

However, the misuse of social media has the potential to cause significant harm to individuals, impact GRV's ability to effectively regulate the sport, and damage the integrity, reputation, and public confidence of the greyhound racing industry.

Social Media and Digital Platforms are not anonymous. Content posted, created, linked, or shared online may be traceable to its source. Any content shared online may be permanent and is capable of being widely distributed beyond its intended audience.

Social Media and Digital Platforms

For the purposes of this Policy, **Social Media and Digital Platforms** means any website, application, platform or digital communication service that enables users to create, publish, share, access or interact with content, or communicate with others online.

This includes both public and private communications, or within a limited access, restricted group or online community including social media, forums, blogs, websites, messaging services, email, livestreaming, podcasting, gaming platforms, and similar digital technology.

Application of the Policy

This policy applies to any content sent, posted, published, shared, or reproduced by registered persons that:

- occurs in a greyhound racing related context;
- involves or targets members of the greyhound racing industry;
- relates to a person's role as a registered person; and/or
- otherwise has sufficient connection to greyhound racing.

The policy applies even if the:

- person's connection to the industry is not identified; or
- person posts anonymously, under an alias, or through another account.



Obligations when using Social Media and Digital Platforms

Registered persons must not create, post, share, send, react positively by way of emoji, promote or link to content or conduct that (does or intends to):

- bully, harass, troll, threaten, abuse, discriminate against, or defame others.
- is offensive, disrespectful, obscene, or inappropriate toward a person, a person's personal characteristics (such as, for example, race, gender, sexual orientation, religion, nationality, disability, or age) or an organisation.
- encourages or amplifies harassment, abuse, or other policy breaches.
- breaches privacy, confidentiality, or integrity.
- impersonates or falsely represents another person, GRV, a Club, or the greyhound racing industry.
- suggests GRV endorses individuals, businesses, political parties, or candidates.
- shares false, deceptive, fraudulent, or unsubstantiated information about GRV, clubs, industry participants, or government policy.
- shares confidential information, details of investigations, legal proceedings, or information subject to non-publication orders.
- interferes with or impedes Events or GRV's regulatory functions.

Personal responsibility

Registered persons are responsible for all content posted through their accounts and must:

- secure their accounts against unauthorised access.
- not allow others to use their accounts, name, or platform to breach the policy.

Unless a registered person can demonstrate otherwise, any content published from their account will be deemed to have been published by them, or with their authority, knowledge, and consent.



Compliance obligations

Where a Steward believes or reasonably suspects a breach of this policy has occurred, a registered person must, when directed by GRV to do so and within the time specified:

- open any device and any Social Media and Digital Platforms account in the presence of a GRV Steward to allow the Steward to view or copy content;
- provide GRV with a copy of any social media or digital platform content they have published or have access to;
- remove identified content from Social Media and Digital Platforms;

A breach of this policy is a breach of the Rules.





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