
Introduction

Motor Sport (North West) understands that children and young people are engaged in a fast-moving and ever-changing technologically advanced world and is committed to safeguarding the welfare of children, young people and vulnerable adults and will provide access to its social media platforms in a constructive and secure way.

The purpose of social media engagement for Motor Sport (North West) is to promote its event and motorsport in general to members and to the wider public and appreciates the potential risks associated with uncontrolled use. Consequently, this social media policy is based on Motorsport UK's social media policy and Club and event officials, members and competitors on club events are required to follow this policy.

The Aims of the Policy

To ensure the principles of safeguarding are upheld within Motor Sport (North West) social media channels, ensuring that members and followers can safely engage in all aspects of the club.

To ensure that appropriate reporting procedures are followed if any abusive or illegal content or activity is identified.

In respect of personal information held or stored see the by Motor Sport (North West) Privacy Policy.

Responsibilities of Motor Sport (North West)

To monitor the acceptable use policy and identify unacceptable behaviors including harassment, defamation, obscene or abusive language, the uploading of libelous, defamatory, obscene, illegal or violent material, or depicting nudity. This list is not exhaustive.

Refer any breaches of this policy to the Motor Sport (North West) committee and other outside organisations as appropriate.

Target Age

Motor Sport (North West) is aware that the minimum age requirement for registration on relevant site(s) is 13 years.

In line with government guidance children under 13 years of age are not permitted to join Social Networking Sites.

Any commercial advertising which appears on Motor Sport (North West)'s online presence that is targeting children under 18 years of age, must adhere to the relevant guidelines and codes of conduct for advertising to minors, guidance can be seen at:

<https://www.gov.uk/marketing-advertising-law/advertising-codes-of-practice>

<https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>

Policy Guidelines

In addition to general policies already in place for the use of social media usage in general, Motor Sport (North West) note the following:

- The social media sites relate to the Club's event, the Legend Fires North West Stages, and are controlled by the Event Media Officer, Phill Bramhill (note this does not include the Event Web Site, the content of which is entirely under the control of Motor Sport (North West). Social media sites are:
Facebook www.facebook.com/northweststages/
Twitter twitter.com/northweststages
Instagram www.instagram.com/northweststages/
- The Media Officer runs and manages the pages contained within its various social media sites. Content posted on these pages are monitored, and anything deemed inappropriate will be reported in the relevant manner to the appropriate agency / organisation.
- The Media Officer will interface with the Safeguarding Officer in the event of inappropriate content in relation to children, young persons and vulnerable adults.
- Motor Sport (North West) refers social media users to the [Motorsport UK Social Media Policy](#) for more information and guidance on Social Media Policies.

Usage Guidance

The social media sites are public forums – all users / followers must recognise this and treat them appropriately.

- All participants are responsible for what they post, either on behalf of themselves or their club/organisation – this includes the re-posting or re-tweeting of inappropriate content as this is seen as approval of the original post and can lead to disciplinary action by Motorsport UK and/or outside agencies.
- Social media participants must be aware that comments which bring motor sport into disrepute, or are threatening, abusive, vulgar or insulting, or includes sexual references are not acceptable. They will be removed and may also lead to disciplinary action by the Motorsport UK National Court. This could result in substantial fines or bans from participation in the sport.
- Similarly, comments that include reference to a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability are unacceptable and can be reported and could attract a severe disciplinary sanction.
- Comments can attract civil and criminal action.
- Deleting or apologising for unacceptable posts will not prevent reporting and/or disciplinary action.

General Guidance

Motor Sport (North West) Limited is liable for material published by its officials, members and event officials (vicarious liability).

It is crucial that everyone involved adopts a sensible approach and appreciates that what one person may think of as just repartee, could be upsetting to others and may embarrass the club and potentially bring motor sport into disrepute which could escalate to being brought before the Motorsport UK National Court.

Guidance summary

Do not post, repost or link to content that is not acceptable under the terms of this policy

- Ensure posts use acceptable "language" and terminology
- Avoid public confrontation
- Do not make any comments on social media if you have any concerns its acceptability
- Do not post or share inappropriate personal detail
- If a member / official notes anything improper, copy or print before deleting (for evidence)
- unless this is an indecent image of a minor as that is a criminal offence.

But do make regular posts to promote the club / the event / activities / motorsport in general.