

SCCA Social Media and Member Conduct Policy Executive Summary

As an affinity and social association, the SCCA relies on members and their participation in SCCA activities for its success. A positive member experience and public image are vital to attract new members and grow the organization, and member feedback is essential and encouraged to improving our processes, programs and performance.

Due to the growth of communication via social media like Facebook, and increased social awareness due to events like the #METOO movement, associations across the country have been examining their policies related to (1) protecting their members, and (2) protecting their brand.

To address the growing risk both at SCCA events and away – including online – a new Code of Member Conduct was adopted to enhance the SCCA Mission, Vision, Values and Welcoming Environment.

SCCA Code of Member Conduct

As an SCCA Member in Good Standing I agree to:

- Respect fellow Club members and guests at all times
- Show appreciation to volunteers who give their time and energy to the Club
- Abide by the rules and engage in fair competition
- Act with integrity and the highest standards of sportsmanship
- Behave in such ways as to enhance the image of the SCCA

New policies were developed to address Social Media and Logo Usage, and Conduct Unbecoming a Member. In no way do these new policies prevent a member from raising concerns or asking questions related to the operation of the Club, but they do ensure the public discourse is respectful, to protect both members and the reputation of the SCCA. Any conduct that violates these policies or otherwise adversely affects members or anyone who works on behalf of SCCA may result in disciplinary action.

Social Media

Definitions and Responsibilities

- “Social media” includes all means of communicating or posting information or content of any sort via digital applications or on the Internet.
- Avoid offensive posts meant to poke fun at or intentionally harm someone’s reputation. Don’t disparage or demean others.
- Be honest and accurate when posting information or news. Never share your opinions as fact.
- If you link your personal content to an SCCA website, clearly and specifically include a disclaimer.
- Report violations immediately to reportconduct@scca.com. Anyone who retaliates against another for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action.

Use of SCCA Name, Assets and other Branding

- Any publicly facing site must adhere to standards set by the SCCA.
- The use of any SCCA Asset is limited to official SCCA sites, events or programs, and must include an active Mod/Admin.
- Use of the SCCA name, logo and other branding are prohibited if there is no official SCCA ownership and associated moderation.
- Respect all copyright and intellectual property laws, including laws protecting music, videos, text, and photographs belonging to SCCA or third parties.

Best Practices

- Lighthearted jokes or offhand comments, simple teasing, and other isolated incidents are fine unless and until it demeans or disparages someone.
- Avoid unfounded rumors and mistruths, extreme negativism and complaints, mean-spirited personal attacks and unreasonable disagreements which can cause discomfort amongst Members and make the SCCA look unappealing to potential Members, Visitors and Guests.
 - Legitimate concerns, questions and suggestions are best communicated directly to the appropriate party, and not posted online where they may not be seen.
- Admins or Mods must actively keep track of comments, posts, and Asset usage and close threads, remove posts, and suspend or ban (from the site) those whose posts go against this policy.

Reservation of Rights

- SCCA retains the copyright and all other ownership rights to all social media it engages in.
- SCCA reserves the right to remove all comments and responses that it considers inaccurate, offensive, or otherwise inappropriate.
- SCCA may demand “unofficial” sites to change their name or remove “SCCA” or other trademarked or copyrighted names unless and until they comply with the rest of this policy including SCCA moderation.

Member Conduct

Conduct unbecoming a member, in order of severity:

1. Illegal acts include harassment, discrimination, retaliation, sexual harassment, sexual assault, stalking, bullying and creating a hostile or offensive environment, or if it's related to some protected characteristic.
 - For reporting illegal acts, local authorities should be contacted immediately. Region and/or Event Officials and the National Office should also be contacted.
2. Unsportsmanlike conduct includes taunting, sarcasm, innuendo, obscene or offensive slogans on clothing or exposed body art, foul or profane language, offensive jokes or other verbally abusive comments that reasonably could be viewed as threatening, intimidating, demeaning or that disparage members or guests. This could also include unethical behaviors by leaders and officials if they knowingly violate the rules.
 - For reporting unsportsmanlike conduct, Region and/or Event Officials and the National Office should be contacted.
3. Boorish behaviors include general rudeness, insensitivity, interrupting, a raised voice, and other incivility or lack of common decency which can embarrass members and make guests uncomfortable, and negatively impact another's experience with the SCCA.
 - Don't report these behaviors to the National Office, but address the issue with the accused if you're comfortable and feel safe. If not, ask someone in authority for assistance.

Reporting Conduct Unbecoming a Member

- Alleged illegal or unsportsmanlike conduct may be reported confidentially to the Region Development team. In those cases where unwelcomed, inappropriate or unethical behavior occurs at an event, an Official should be notified and the procedures outlined in the Program Rules and Region Bylaws followed.
- Anyone knowingly making a maliciously false allegation or providing false or misleading information in the course of an investigation, or otherwise acting in bad faith will be subject to disciplinary action.

Anti-Retaliation

- The SCCA strictly prohibits any form of retaliation against anyone who in good faith makes a complaint or assists in an investigation regarding any conduct that they reasonably believe to be in violation of the Code of Member Conduct or other policies. SCCA prohibits anyone from being retaliated against even if their underlying complaint is eventually unsubstantiated.