



SCCA SOCIAL MEDIA AND LOGO USAGE POLICY

The SCCA encourages its Members, Region Leaders, Officials and Volunteers to be champions on behalf of the Club, and social media allows you to do that easily. The use of social media also presents certain risks and carries certain responsibilities, including how and where the SCCA name, official logo and other branding is used. Members, Region Leaders, Officials and Volunteers are expected to abide by the Code of Member Conduct both at SCCA-sanctioned events and away – including online – and strive to uphold the SCCA Mission, Vision and Values and the Welcoming Environment.

Nothing in this policy is meant to discourage Members, Region Leaders, Officials and Volunteers from exercising their right to use social media. In fact, the opposite is true. Social media plays an integral role in reaching out to, communicating with, growing and retaining your Membership. It is a way to give automotive and motorsports enthusiasts direct interaction with the SCCA, including its events and its Partners and Sponsors. This policy, if used correctly, will only enhance this experience for all parties involved. Any conduct in the use of social media that violates this policy or otherwise adversely affects Members, Partners or anyone who works on behalf of SCCA or SCCA's legitimate business interests may result in disciplinary action up to and including termination.

1.1. Definitions and Responsibilities

- 1.1.1.** Social media includes all means of communicating or posting information or content of any sort via digital applications or on the Internet, including, but not limited to, any social network, blog, podcast, journal or diary, personal web-site, web bulletin board, forum or chat room – whether associated or affiliated with the SCCA or not – as well as any other form of electronic communication.
- 1.1.2.** No one should have any expectation of privacy while using the Internet or social media. Postings may be reviewed by anyone. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved.
- 1.1.3.** Pseudonyms (aliases or other fictitious names) are not allowed to post on any official SCCA site or those associated with any SCCA Region, Division or event. Internet “trolls” often use aliases with impunity to avoid being held responsible for their socially unacceptable behavior and comments. Be yourself, and use your real name.
- 1.1.4.** Be respectful to Members and Guests at all times, show appreciation to Volunteers who give their time and energy to the Club, and behave in such ways as to enhance the image of the SCCA. Avoid offensive posts meant to poke fun at or intentionally harm someone's reputation and statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, intimidating or that disparage Members, Guests, Visitors, Partners or Vendors. Think before posting! Never make a post that could be construed as conduct unbecoming a member under Section B.1.7 of this Operations Manual.
- 1.1.5.** Be honest and accurate when posting information or news. Never share your opinions as fact. And if you make a mistake, correct it quickly. Never post any information or rumors that you know to be false about SCCA or its Staff, Members, Partners, Vendors, Suppliers or anyone working on behalf of SCCA or its competitors.
- 1.1.6.** Maintain the confidentiality of SCCA's trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products and technology. Never share internal reports, policies or other internal confidential communications.



- 1.1.7.** Do not create a link from your blog, website or other social networking site to a SCCA web-site without identifying yourself as a SCCA Region Leader, Official or Volunteer. Never represent yourself as a spokesperson for SCCA and do not commit SCCA to any action unless SCCA has specifically authorized you to do so. If you believe your posting might lead to any confusion about whether you are speaking on behalf of SCCA, you should clearly and specifically include a disclaimer such as, "The postings on this site are my own and do not necessarily reflect the views of SCCA" or "These tweets are my own, not those of SCCA."
- 1.1.8.** If you see something online that appears to violate this policy, please report this event immediately to the Region Development team Toll Free by calling 1-800-770-2055 or 785-357-7222, or by email at reportconduct@scca.com. The reporting mechanism allows for confidential reporting and ensures the respect of privacy while alerting the SCCA to the situation. SCCA prohibits taking negative action against anyone for reporting a possible deviation from this policy or for cooperating in an investigation. 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.

1.2. Use of SCCA Name, Assets and other Branding

- 1.2.1.** While each Area, Division, Region and Chapter has its own unique identity to be celebrated, each should strive to adhere to the standards set forth and approved by your elected Board of Directors (BoD) and administered through the SCCA National Office (National).
- 1.2.2.** Any publicly facing site must reflect the same standards set by the SCCA and adhere to the correct nomenclature and graphical standards set forth by the BoD and National. This includes any website, forum or blog that associates with the SCCA and/or uses the name, logo or other branding (Assets) in any way.
- 1.2.3.** The use of any SCCA Asset and all variations is limited to official Region or Division web or social media sites, events or programs. Such sites must also include an active Moderator/ Administrator who will monitor and control content posted therein. Use of the SCCA name, logo and other branding are prohibited on web-sites, forums and other social media sites if there is no official Region or Division ownership and associated moderation.
- 1.2.4.** SCCA may sponsor its own social media accounts or sites. SCCA-sponsored social media activity is used to convey information about the organization and its services, promote the SCCA's brand, and communicate with active or potential Members, current or potential Partners, and other parties about the industry and related events. Only authorized Staff can prepare, modify and remove content for the SCCA's social media accounts and sites.
- 1.2.5.** In using social media, you must respect all copyright and intellectual property laws, including laws protecting music, videos, text, and photographs belonging to SCCA or third parties.

1.3. Best Practices

- 1.3.1.** The greatest hazard of social media is when unfounded rumors and mistruths, extreme negativism and complaints, mean-spirited personal attacks and unreasonable disagreements are posted and not addressed by a Moderator. This can cause discomfort amongst Members and make the SCCA look unappealing to potential Members, Visitors and Guests. Lighthearted jokes or offhand comments, simple teasing, and other isolated incidents are fine unless and until it demeans or disparages someone.



- 1.3.2.** Divisions and Regions are strongly encouraged to centralize and consolidate the role of Social Media Administrator (or Moderator) within their groups to one to three people who can and will actively keep track of Member and non-Member comments, posts, and Asset usage on Facebook pages and other social media outlets, close threads and remove posts, and suspend or ban (from the site) those whose posts go against this policy.
- 1.3.3.** Divisions and Regions are also strongly encouraged to be selective when creating and setting up Pages and/or Groups on Facebook. Here are the differences between Pages and Groups:
 - 1.3.3.1.** A “Page” is where organizations can connect with their customers or fans. Anyone with a Facebook account can create a Page or help manage one, as long as they have a role on the Page. People who “Like” a Page can get updates about the Page, such as posts, photos or videos in their News Feed, and it can be setup to where no one but the Admin can post content.
 - 1.3.3.2.** A “Group” is a space to communicate about shared interests with certain people. You can customize the Group’s privacy settings depending on who you want to be able to join and see the Group, and who can post or view content. The provides a community for like-minded people.
- 1.3.4.** A best practice to minimize risk on Facebook is to have:
 - 1.3.4.1.** An SCCA officially branded Page that interested parties can “Like” to receive one-way content such as event information and SCCA links (i.e. “Woodlands Region SCCA Page”). Links to event registration sites and associated Groups can also be displayed and shared.
 - 1.3.4.2.** An SCCA officially branded Group that is Public or Private where Members and non-Members can ask questions, share helpful information and share fun memes. (i.e. “Woodlands Region SCCA Social Group”). This also requires active moderation to minimize ugly situations.

1.4. Reservation of Rights

- 1.4.1.** SCCA retains the copyright and all other ownership rights to all social media it sponsors or otherwise engages in. The SCCA owns the login and user credentials for the social media, all of the content placed on social media, the account names, handles and all of the followers/friends/etc. of SCCA-sponsored social media.
- 1.4.2.** SCCA reserves the right to remove, without advance notice or permission, all comments and responses that it considers inaccurate, offensive, or otherwise inappropriate. Further, SCCA may demand “unofficial” sites to change their name or remove “SCCA” or other trademarked or copyrighted names, logos or other assets unless and until they comply with the rest of this policy, including Staff or other official moderation is in place.
- 1.4.3.** The SCCA reserves the right to modify this policy as it deems appropriate in its discretion. In such case, the SCCA will provide you with the revised policy via the electronic mail account on file and post the revised policy on the website. For more information If you have questions or need further guidance, please contact Jim Llewellyn (jllewellyn@scca.com) or Heyward Wagner (hwagner@scca.com).



CONDUCT UNBECOMING A MEMBER

1.7.1. The SCCA is dedicated to the highest standards of safety and sportsmanship. Any form of misconduct that undermines the integrity of the SCCA can negatively impact the perceptions or beliefs about the SCCA, debilitate morale, and interfere with safety, work effectiveness and fun. Whether they occur in-person or online, these behaviors are in direct opposition to the Code of Member Conduct and the SCCA Mission, Vision and Values and the Welcoming Environment and will not be tolerated.

Unsportsmanlike conduct is an offense that violates generally accepted SCCA rules of good sportsmanship and participant conduct and includes any behavior that unreasonably or negatively impacts another's experience with the SCCA, even outside of events. Members whose appearance, associations or affiliations at or away from an event are deemed inappropriate or who exhibit conduct that is offensive, abrasive, in bad taste, or otherwise inappropriate or exhibiting conduct unbecoming a member may result in suspension from official SCCA online (social media) sites, events and other Club activities. The most severe infractions could result in revocation of membership.

Persons who have been convicted of criminal activity may be denied membership or may have their existing membership suspended or revoked.

1.7.2. Conduct unbecoming a member, in order of severity:

1.7.2.1. Illegal acts include, but are not limited to, harassment, discrimination, retaliation, sexual harassment, sexual assault, stalking, bullying and creating a hostile or offensive environment. An act is illegal (civil or criminal) if it relates to some protected characteristic such as gender, gender identity or expression, race, color, national or ethnic origin, religion or religious belief, age, marital status, sexual orientation, disabilities or veteran status and is so frequent or severe that it creates a hostile or offensive environment.

1.7.2.2. Unsportsmanlike conduct includes, but is not limited to, 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, visitors, partners or vendors. This could also include unethical behaviors by volunteer or appointed leaders and officials if they knowingly violate the rules or their fiduciary responsibility to the Club and its members.

1.7.2.3. Boorish behaviors include, but are not limited to, general rudeness, insensitivity, interrupting, a raised voice, and other incivility or lack of common decency. Passion and enthusiasm does not excuse such behaviors. While they do not necessarily constitute unsportsmanlike conduct, these behaviors can embarrass members and make guests uncomfortable, and they negatively impact another's experience with the SCCA.

1.7.3. Reporting Conduct Unbecoming a Member

The SCCA takes very seriously all reports of misconduct and we are committed to treating both those reporting and those accused with the utmost care, sensitivity and confidentiality. Violations may be reported confidentially to the Region Development team Toll Free by calling 1-800-770-2055 or 785-357-7222, or by email at reportconduct@scca.com. The reporting mechanism ensures the respect of privacy while alerting the SCCA to the situation.



- 1.7.3.1.** For illegal acts such as sexual or other physical assault, local authorities should be contacted immediately. Region Officials and the National Office should also be contacted. Specifics such as date, time, location/site and where the incident occurred and names of those involved including potential witnesses should be shared.
- 1.7.3.2.** For situations related to unsportsmanlike conduct, Event or Region Officials should be notified and a full report made including date, time, situation, and names of those involved including potential witnesses.
- 1.7.3.3.** For lesser examples of poor behaviors (i.e. not illegal or unsportsmanlike), those armed with the proper tools and comfortable with addressing the issue, situation or behavior with the accused can have a positive impact for all involved. If one chooses to do so, and if no issues of safety or harm are present, the behavior should be stated clearly along with the impact of such behavior, and opportunities for correction should be provided. A lack of ownership or correction or sincere apology for the behavior may require the situation be escalated. For those uncomfortable with addressing behaviors in person, reporting it to someone in authority (Region Leaders or Event Officials) ensures proper and timely attention is paid to the situation, issue, or behavior.
- 1.7.3.4.** 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 should be followed. Region leaders must take responsibility to investigate and follow-up with all parties involved, and to include the SCCA National Office Region Development team in any and all correspondence. The National Office must be contacted in the event of alleged illegal acts.

1.7.4. Anti-Retaliation

The SCCA strictly prohibits any form of retaliation against a member, guest, partner or vendor who in good faith makes a complaint, raises a concern, provides information or otherwise assists in an investigation or proceeding regarding any conduct that they reasonably believe to be in violation of the Code of Member Conduct or other policies (including, without limitation, the Mission, Vision, Values or Welcoming Environment, or the Social Media and Logo Usage policy), or applicable laws, regulations or contracts. SCCA prohibits anyone from being retaliated against even if their underlying complaint is eventually unsubstantiated, unless that person knowingly made a maliciously false allegation, knowingly provided maliciously false or misleading information in the course of an investigation, or otherwise acted in bad faith.

This policy is designed to ensure that anyone can feel comfortable speaking up when they see or suspect unlawful, unethical or unsportsmanlike conduct (and/or when they participate in an investigation relating to such concerns) without fear of retaliation. No one should be discharged, demoted, suspended, threatened, harassed, intimidated, coerced, or retaliated against in any other manner as a result of their making a good faith complaint (or assisting in good faith in the handling or investigation of a complaint).

Any complaint or concern about a possible violation of this policy should be reported to Region Development through one of the channels identified. Complaints will be promptly reviewed and, if appropriate, investigated.