

SCCA Policy on Social Media and Logo Usage

The Sports Car Club of America Inc. (SCCA) encourages its Region Leaders, Officials, and Volunteers to be champions on behalf of the organization and social media allows you to do that much easier than ever before. The use of social media also presents certain risks and carries with it certain responsibilities, including how and where the official SCCA logo and other branding is used. To assist you in making responsible decisions about your use of social media, we have established these guidelines. This policy applies to all Region Leaders, Officials, and Volunteers who work on behalf of the Members of the SCCA.

Your Responsibility as a SCCA Representative

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.

Even though these platforms seem informal, as a Region Leader, Official, or Volunteer of the SCCA, you are still expected to act in accordance with the SCCA Mission, Vision, Values, and Welcoming Environment. You are viewed as a representative of the SCCA to current and potential Members and Partners. This is the case even if you are not directly referencing your work or participation with the organization.

Always be fair and courteous to fellow Members and people who work on behalf of SCCA. Social media is not the place to resolve complaints or concerns – it's much better to speak directly to the complainant. Avoid statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening, intimidating, that disparage Members or guests, visitors, Partners, or vendors or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to poke fun at or intentionally harm someone's reputation or posts that could contribute to a hostile environment on the basis of race, sex, disability, religion or any other status protected by law or SCCA policy.

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about SCCA or its Staff, Members, Partners, vendors, suppliers, and people working on behalf of SCCA or its competitors.

If you choose to identify yourself as a SCCA Region Leader, Official, or Volunteer on a social media site, website, blog, or forum, you must adhere to the following guidelines:

- 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, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Do not create a link from your blog, website or other social networking site to a SCCA website without identifying yourself as a SCCA Region Leader, Official, or Volunteer.

- Express only your personal opinions. Never represent yourself as a spokesperson for SCCA. If SCCA is a subject of the content you are creating, be clear and open about the fact you are a Region Leader, Official, or Volunteer and make it clear that your views do not represent those of SCCA, including Staff, Members, Partners, suppliers or people working on behalf of SCCA. If you do publish a blog or post online related to the work you do or subjects associated with SCCA, make it clear that you are not speaking on behalf of SCCA. It is best to include a disclaimer such as, “The postings on this site are my own and do not necessarily reflect the views of SCCA.”

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. Keep in mind that any of your conduct that adversely affects Members, Partners, or people who work on behalf of SCCA or SCCA’s legitimate business interests may result in disciplinary action up to and including suspension.

Use of SCCA Assets and other Branding

While each Division, Region, and Chapter has its own unique identity to be celebrated, we should all 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). If there is a publicly facing site – including websites, forums, or blogs that associates with the SCCA and/or uses SCCA logos or other branding (Assets) in any way – it should reflect the same standards set by the Welcoming Environment statement and adhere to the correct nomenclature and graphical standards set forth by the BoD and National.

Additionally, 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 not approved for and may not be used on web sites, forums, Facebook and other social media sites if there is no official Region or Division ownership.

The 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. All SCCA Staff must identify themselves as employees when posting comments or responses on SCCA official social media and abide by this overall set of policies. The SCCA reserves the right to remove, without advance notice or permission, all comments and responses that it considers inaccurate, offensive, or otherwise inappropriate.

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.

The SCCA retains the copyright and all other ownership rights to all social media it sponsors or otherwise engages in. The SCCA (not employees who prepare, modify or remove content) owns the login and user credentials for the social media, all of the content placed on social media, the account names, handles, etc., and all of the followers/friends/etc. of SCCA-sponsored social media. Employees do not have any ownership rights in any social media activities they engage in on behalf of the SCCA.

Recommendations

Divisions and Regions are strongly encouraged to centralize and consolidate the role of Social Media Moderator/Administrator (Mod or Admin) within their groups to one or two 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. The Mod/Admin can ensure consistent messaging and oversight which eliminates or at least minimizes the risk of negative perceptions of the SCCA and its Regions and Members. The Mod is responsible for closing threads and removing posts, as well as suspending or banning (from the site) those whose posts go against this policy.

Divisions and Regions are also strongly encouraged to be selective when creating Pages and/or Groups on Facebook. The greatest risk occurs when non-Members can post to "Public" Pages or Groups, but some of our Members have also posted questionable comments and pictures. Here are the differences between Pages and Groups on Facebook:

- 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
- 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

A best practice on Facebook is to have (1) a SCCA officially-branded Page and where only those with permissions (Page Roles) can post content, and (2) a Member Group that is Private or Secret where Members can post but does not have SCCA branding attached. A fictitious example would be "Woodlands Region SCCA Page" and "Woodlands Member Group." This minimizes risk. The former uses SCCA logos and branding and is Public so non-Members seeking information can search for and find it; the latter does not contain "SCCA" in its name nor display official logos on the site. Additionally, the "Group" could be Public, but preferably Private or even Secret, for Member use only.

Nothing in this policy is meant to discourage 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, and growing 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 and brighten this experience for all parties involved.

Because of that, here are four principals to help guide you through the social media world:

1. **Connection:** Share your own content or share a post made by the SCCA or one of its events or Partners to make a connection and start a conversation. Feel free to post and always share content from the SCCA or one of its events.
2. **Integrity:** This is our most important commodity. Avoid posting or sharing information that would put the SCCA or one of its events or Partners in a negative light. Do not post or share information that is considered confidential or secret, including details on incidents under

investigation. Never use any others' logos, trademarks or copyrighted materials without consent.

3. **Responsibility:** Unless you are officially speaking on behalf of the SCCA or one of its events (via an official account), you shouldn't represent yourself as an authority on a subject. You are welcome to state your opinion; however, you must state that the views expressed are your own.
4. **Consistency:** If you are participating in social media on behalf of the SCCA or one of its events via an official account, please be sure to follow the procedures and preferences outlined by the Marketing & Communication/PR Department. Never post any rumors, speculation or information about the SCCA or others until an official announcement, release or other post by official social media accounts has been made to the public and media. In addition, during any time of emergency at the event, do not post any information to social media account(s) until the situation has been resolved and an official update has been made by the SCCA. The official social media channels of the SCCA will only comment on such subjects after word from SCCA Communications/PR.

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).