



Social Media Policy

This policy provides guidance for PPIHC Staff, Volunteers, Contract Workers, Competitors, Crew Members, Officials, Photographers, Board Members, etc. (PPIHC Affiliates), on proper use of Social Media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner (Social Media).

Social Media Protocol:

The following principles apply to professional use of social media on behalf of the Pikes Peak International Hill Climb as well as personal use of social media when referencing the Pikes Peak International Hill Climb (PPIHC).

- PPIHC Affiliates should be aware of the effect their actions may have on their image, as well as on the image of the PPIHC. The information that PPIHC Affiliates post or publish may be public information that, once posted, cannot be taken back.
- PPIHC Affiliates should be aware that the PPIHC may observe content and information made available by to them through Social Media outlets. PPIHC Affiliates should use their best judgment to avoid posting material that could be deemed inappropriate or harmful to the PPIHC, its Representatives, and/or Competitors.
- Although not an exclusive list, some specific examples of prohibited Social Media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile environment.

- PPIHC Affiliates are not to publish, post or release any information that is considered confidential or has not been made available to the public through formal, approved channels. If there are questions about what is considered confidential, PPIHC Affiliates should check with the PPIHC Office Staff.
- Social media networks, blogs and other types of online content sometimes generate press and media attention, or legal questions. PPIHC Affiliates should never respond directly to these inquiries, but should refer these inquiries to the PPIHC Office Staff.
- Using improper, profane, or disparaging language in reference to PPIHC Affiliates, actions or situations, connected in any way with the PPIHC, may be subject to penalties.
- Personal Criticism of Officials - If any Competitor uses improper, profane or disparaging language or gestures and/or references a specific Official by his/her name, said Competitor may be fined and may be subject to additional penalties, based on review of circumstances. Additional penalties may include expulsion from the current event and/or future events.
- Personal Criticism of Competitors - If any PPIHC Affiliate uses improper, profane or disparaging language or gestures and/or references a specific Competitor by his/her name, such person may be subject to additional penalties, based on review of circumstances. Additional penalties may include removal from duties.
- If PPIHC Affiliates encounter a situation while using Social Media that threatens to become antagonistic, PPIHC Affiliates should disengage from the dialogue in a polite manner and seek the assistance of the PPIHC Office Staff.
- PPIHC prefers to handle inquiries and questions outside of social media outlets. Please contact PPIHC Office Staff via e-mail for answers to questions and/or to provide feedback: <http://www.ppihc.com/contact-us/>.