



## **Social Media Policy**

*Revised 11/4/2019*

This policy provides guidance for and applies to PPIHC Staff, Volunteers, Contract Workers, Competitors, Crew Members, Officials, Photographers, Board Members, Committee Members, etc. (PPIHC Affiliates), on proper use of Social Media.

Social Media includes all means of communicating or posting information or content of any sort via digital applications or on the Internet, including any social network, blog, podcast, journal or diary, personal web site, web bulletin board or chat room, whether or not associated or affiliated with the Pikes Peak International Hill Climb (PPIHC), as well as any other form of electronic communication. The most common forms of social media are Facebook, Twitter, Instagram, Snapchat and YouTube.

This policy is not meant to discourage PPIHC Affiliates from exercising their rights to use social media. Social media plays an important role in reaching out to and growing our fan base. While these forums may seem informal you are expected to act professionally at all times.

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).

- Be respectful, fair and courteous - You are more likely to resolve complaints by speaking directly with others than by posting to social media. 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. However, if you decide to post complaints or criticism avoid using statements, photographs, video or audio that could reasonably be viewed as malicious, obscene, threatening or intimidating.
- You are solely responsible for what is posted online
  - a. Any posting that adversely affects the PPIHC, or other PPIHC Affiliates, may result in disciplinary action.

- b. 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.
  - c. 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.
  - d. If PPIHC Affiliates encounter a situation while using Social Media that threatens to become antagonistic, disengage from the dialogue in a polite manner and seek the assistance of the PPIHC Office Staff.
- Be open and honest – Posts are archives and therefore “on the record” and available to the public, the media, the sponsors and other business partners. They are also subject to discovery in litigation matters. Be open about any past posts you have altered.
- Confidentiality
  - a. Maintain confidentiality of any PPIHC Affiliate “trade secrets” or private information.
  - b. When an incident occurs, information concerning the incident becomes extremely sensitive. Do not use social media to comment on the identities, condition or other medical information about anyone involved in any incident prior to an official update from the PPIHC.
  - c. 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
  - d. If there are any questions about whether or not a matter is confidential, please contact PPIHC (719) 685-4400 or [information@ppihc.org](mailto:information@ppihc.org).
- Express only your personal opinions – Never represent yourself as a spokesperson for the PPIHC. Do not use any logos, trademarks, or copyrighted material without consent. If the PPIHC is the subject of content you are creating, be clear and open about your role and make it clear that you are not speaking on behalf of the PPIHC. 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 the PPIHC.”*

The PPIHC reserves the right to modify this policy as it deems appropriate.