

Social Media Policy For USAC.25 Members and Officials

#usac25
#usacnation

Twitter:USAC25Series
Facebook: Usac25
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2020 SOCIAL MEDIA POLICY United States Auto Club

In the fast evolving world of digital media, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the internet, including to your own or someone else's web blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with USAC, as well as any other form of electronic communication.

The most common forms of social media are Facebook and Twitter, but continue to evolve with Instagram, Snapchat and other forms of peer-peer and user generated content sites. Even though these forums may seem informal, often it is a home for people who choose to vent frustration. Ultimately, you are solely responsible for what is posted online from accounts managed by yourself, or those you may be responsible for (minors under 18).

Before creating online content yourself and/or allowing others the ability to post online content for you, consider some of the risks that you may pose. Keep in mind that any of your conduct that adversely affects USAC, our track partners, our sponsors and all other members and participants of USAC may result in disciplinary action up to and including suspension.

Does This Apply To Me?

This new Social Media policy applies to all USAC Competitors and Officials. A Competitor is a Driver, Entrant, Family Member, Crew Member or any other individual or entity who is a Member and participates competitively in a USAC-sanctioned event. An Official is any and all authorized USAC officers, employees, agents, representatives, and subcontractors. USAC reserves the right to apply the policy to other Members as it deems appropriate.

This new policy is in effect immediately and will be posted on all USAC rulebooks and websites for members. For 2019, this policy will become part of the annual waiver and credentialing process.

Know The Social Media Rules

Carefully read these guidelines, as well as the rule book before you decide to post anything and make sure it is consistent with this policy. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including suspension.

Be Respectful

Always be fair and courteous to others. Also, keep in mind that you are more likely to resolve complaints by speaking directly with others than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage others or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile track-side environment on the basis of race, sex, disability, religion or any other status protected by law, rule or policy.

Be Honest and Accurate

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 that the Internet archives almost everything; therefore, even deleted postings can be searched. And almost all controversial posts, even if deleted still can run rampant thanks to a simple screenshot of that post. Posts are "on the record" and available to the media, public, sponsors, and other business partners and subject to discovery in litigation matters. Never post any rumors, speculation or information about USAC or others until an official announcement, release or other post by official social media accounts has been made to the public and media.

Take a Deep Breath Before Hitting the Keyboard;

Don't Retaliate

USAC prohibits taking negative action against any Member or other for reporting a possible deviation from this policy or for cooperating in an investigation. Any Member who retaliates against another Member or other for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

USAC reserves the right to modify this policy as it deems appropriate in its discretion. In such case, USAC will provide: i) existing Members with a bulletin and the revised policy via the electronic mail account on file with USAC for the Member, Entrant and/or Associate and post the bulletin and the revised policy on the USAC.25 website; ii) new applicants with the revised policy as part of the membership application materials.

For more information

Of course, nothing in this social media policy is meant to discourage Members from exercising their rights to use social media. Social media plays an integral role in reaching out to and growing our fan base. It is a way to give fans direct interaction with USAC, drivers, teams, tracks, and sponsors. This policy, if used correctly, will only enhance and brighten this experience for all parties involved.

If you have questions or need further guidance, please contact Danielle Frye, USAC.25 Midget Series Director, at danielle@usacracing.com