

Ross & District Motor Sports Club and Ross & District Motor Sports Ltd Social Media Policy

The objectives of Ross & District Motor Sports Club and Ross & District Motor Sports Ltd social media sites are intended to increase member engagement, raise awareness of club events, increase contact with the club, club websites, recruit new members, and increase awareness of club facilities and other offerings.

For the purpose of this policy, social media refers to the use of web-based and mobile applications used for social interaction and exchange of member-generated content. R&DMSC and R&DMSL want comments and dialogue between our social media users. We encourage you to share, like, comment, and post. However, we do review all comments and posts and they may be deleted at our discretion. We do our best to respond to comments as quickly as possible, but sometimes there are delays. Please be patient with us as we do what we can to improve the experience of all of our members.

We ask that you conduct yourselves in a professional manner, respect the views and opinions of others, and demonstrate respect for our members, guests, and competitors. Any content or behaviour posted on social media sites that R&DMSC and R&DMSL considered disrespectful, dishonest, offensive, harassing, or damaging to the interests, image and reputation of the organisation, members or others is not permitted and may be removed.

The use of R&DMSC and R&DMSL social media for personal, religious or political purposes is not allowed.

When posting information to any social media sites, respect trademarks, copyrights, and intellectual property. You are expected to protect confidential information and not say anything that harms, or could harm, the club's reputation. **Be aware that what you say is permanent.**

All social media networks will be monitored on a regular basis for content appropriateness. violation of guidelines may result in the removal of content, blocking or removing users from accessing R&DMSC and R&DMSL social media sites, or other appropriate action. R&DMSC and R&DMSL are not liable for anything posted on websites and social media sites that are not managed by us. This includes but is not limited to R&DMSC and R&DMSL websites and Facebook pages and other social media sites.

For further information and MotorsportUK policy

<https://www.motorsportuk.org/wp-content/uploads/2020/08/2021-03-17-Motorsport-UK-Social-Media-Policy.pdf>

Guidelines for Club Social Media Coordinators

In addition to the above guidelines, club social media coordinators are administrators of club social media presences and have special considerations:

- Social media sites are most welcoming when people feel that the administrators are monitoring and truly interested in what users have to say. So yours is a fine balancing act between encouraging people to share, permitting a wide range of behavior and intervening only if things are getting out of hand.
- It is very important to uphold your policy consistently, so everyone knows the rules are real. Along with this, plan on adjusting your policy when some part doesn't make sense, so it works for the organisations, and it's easy to uphold.
- If someone posts a comment that you or club members feel is critical or "negative" to your club or cause, read it several times before you react. Is it constructive? If so, don't be afraid to dialog with the person - great things can come out of it. On the other hand, if you feel that it violates this policy, you can remove it.
- By far, the most common offense is people spamming your presence; for example, getting rich quick "sell insurance from home." Immediately remove those posts, and report them to the platform (i.e. Facebook, Twitter) as spam. If you don't remove them, they can signal to your members that your space isn't well tended.
- Practice good password management. Assign each administrator his/her own account rather than managing from one account.
- Make sure an administrator understands and agrees to your club's guidelines before you put him/her into the role.

Adopted by Club AGM as current January 2023