



# 2023

# SOCIAL

# MEDIA

# POLICY

**PETERBOROUGH SPEEDWAY**

PO BOX 2212

PETERBOROUGH, ON, K9J 7Y4

PHONE – 705-743-5880

FAX – 705-292-8773

[WWW.PETERBOROUGHSPEDWAY.COM](http://WWW.PETERBOROUGHSPEDWAY.COM)

## **Social Media Policy Content**

Peterborough Speedway defines social media as all means of electronic communication or posting of information/content of any sort on the internet. This includes but is not limited to your own or someone else's web blogs, personal website, social networking or affinity website, whether or not directly associated or affiliated with Peterborough Speedway.

This includes but is not limited to Facebook, Snapchat, Twitter, Instagram, and YouTube. Although forums may seem informal, individuals are solely responsible for what is posted online whether by themselves and/or allowing others the ability to post online content for them.

Any social media interaction or contribution that adversely affects Peterborough Speedway, other members, or others directly/indirectly related to the track may result in disciplinary action against individuals, up to and including exclusion from the Peterborough Speedway indefinitely.

This new social media policy applies to all Peterborough Speedway competitors, crews and officials. A competitor is a driver, entrant, family member, crew member (non-driver), or any other individual or entity who is a member and/or participates in any Peterborough Speedway event. All drivers are responsible for the actions of their crew.

An official is any and all authorized Peterborough Speedway volunteers, employees, agents, representatives, and subcontractors. Peterborough Speedway reserves the right to apply the policy to other members as it deems appropriate.

Examples of inappropriate postings, statements, photographs, video or audio may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct and is prohibited. Avoid content that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages others or that might constitute harassment or bullying. Any mistake should be corrected immediately.

## **Be Respectful**

If an individual posts complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, and threatening or intimidating, that disparages others or that might constitute harassment or bullying. Example of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile trackside environment on the basis of race, sex, disability, religion or any other status protected by law, rule or policy.

## **Be Honest and Accurate**

Posts are "on the record" whether the online medium is public or private and is accessible to the media, public, sponsors, and other business partners and is subject to discovery in litigation matters. Rumors, speculation or information about Peterborough Speedway or others are not to be posted until an official announcement, release or other post by official social media accounts have been made to the public and media.

## **Retaliation**

Retaliation is prohibited. Peterborough Speedway prohibits taking negative action against any member or other for reporting or for cooperating in a policy investigation. Member(s) who retaliate against another member for reporting or for cooperating in an investigation will be subject to disciplinary action, up to and including exclusion from the track. Social media plays an integral role in reaching out to and growing fan bases, engagement, marketing, and promotion to all entities. It is a way to give fans direct interaction with Peterborough Speedway, drivers, teams, tracks and sponsors.

***This policy is in effect as Monday, January 27, 2020, and will remain in effect indefinitely.***