

CIMARRON REGION SOCIAL MEDIA POLICY GUIDELINES

January 2024

Purpose

The Cimarron Region Porsche Club of America (CRPCA) social media accounts are designed to promote activities of interest to the club membership and to further the enjoyment of Porsche Club of America (PCA) participation. Moderators and participants are to remember that participation on social media is a public representation of themselves, the Cimarron Region, PCA, and the Porsche marque.

Accounts

- All social accounts created by, for, or on behalf of the CRPCA and are the sole property of the Region.
- All social media accounts created by, for, or on behalf of the CRPCA shall be transferable from one social media chair to the next.
- All passwords to social media accounts are the sole property of the CRPCA. Those entrusted with the passwords are considered account “moderators”. Passwords should only be given to region members, upon approval by the CRPCA Board of Directors.

Posts

- Members are invited to share and provide photos, discuss, and comment on topics of general interest to PCA members, including PCA activities, and Porsche cars.
- Posts on the CRPCA social media accounts are regarded as those of the individual member and do not necessarily represent the CRPCA, the Porsche Club of America, or Porsche.
- All messages and postings by members must be identifiable by the online profile of the contributing member.
- Social media accounts should not publicly post any person’s private information, including home address, telephone numbers, or date of birth.
- Club members and observers at CRPCA activities and events should assume and expect their picture, and/or a picture of their car, will be posted on CRPCA social media platforms. Members may decline to have their picture included on social media by directly expressing their desire to the photographer and CRPCA leadership.
- The CRPCA may establish reasonable restrictions on content, length, style, and frequency of messages.
- CRPCA Region Board of Directors, and social media administrators or moderators, may make regular posts on CRPCA social media accounts announcing our sponsors as supporters of our region and its membership.
- Moderators shall regularly update the region’s social media accounts.
- The CRPCA social media accounts and their participants will adhere to the PCA Code of Ethics and Conduct, as follows:

THE PCA CODE OF ETHICS AND CONDUCT

This document is presented to define the standards and ethics to which the organization holds itself, its elected and appointed representatives, its employees, and its members. It supplements but does not replace our established Bylaws and procedures, which are documented elsewhere. The following represents the way we want to be and to do business.

PCA is not a political organization. It exists for the benefit of its members, to further their enjoyment of their cars. In the performance of this mandate, it must operate under the rule of law, adhering to the laws of the various countries and jurisdictions under which it exists. This means that illegal behavior is not tolerated, and that close attention is paid to the requirements of the law in the actions of all involved, national and regional officers, individual members, and those within the national office.

Beyond this, we accept the obligation to do what is right. An ethical system is based on the mutual benefit of the involved parties; the corollary of this is that we treat neither fellow members nor non-members in a way that is demeaning, embarrassing, derogatory, or otherwise inappropriate. This, of course, extends to our concept of respect and equal treatment for all, regardless of gender, race, religion, national origin or other such protected status. Our natural competitiveness does not extend to taking unfair advantage of others, be they individuals, clubs, or businesses. Actions and words about which there may be some question are undertaken, when possible, only after careful thought and perhaps consultation.

Decisions affecting PCA should be either self-obvious or readily explained. Particular attention should be paid to potential conflicts of interest involving special treatment or gifts from individuals or companies possibly hoping to gain something in return. Other potential conflicts of interest, in which an officer, employee, or member must weigh his immediate and personal potential for gain against the best interests of PCA, require special thoughtful attention. Transparency in all actions is desirable. Nothing must be allowed to compromise the integrity, credibility, and best interests of PCA in the making of decisions that affect the club.

The culture of PCA is founded on doing the right thing to the best of our ability. Without this, we lose our self-respect both as an organization and as individuals, a price that we will not pay. Non-adherence to these principles will not be tolerated; behavior or actions damaging to PCA will be dealt with by the established club Bylaws, and may result in permanent loss of membership.

The following types of messages or postings are not permitted:

- Those that contain offensive, abusive, harassing, disrespectful, defamatory, obscene, or otherwise unsuitable language, or pictures.
- Those that are personal attacks, demeaning, derogatory or could be construed as slanderous in nature of any individual.
- Those that disparage any product, company, or individual.
- Those that are divisive in nature (e.g. religion, politics, social issues, etc.)
- Those that the CRPCA or the PCA Executive Council and Board of Directors deem harmful to the National Organization, any Zone, Region or individual Classified Advertisements

Advertisements

- CRPCA members may post the sale of or search for Porsche or PCA-related goods or items.
- Advertisements may not be placed for services.
- Members may not post advertisements on behalf of their business, company, or third party.
- Members are not allowed to post the same ad more than once including “bumping” their own posts. All “For Sale” ads must clearly list the asking price.
- Once an item has sold, members should mark their original posting as such, or delete it.
- The Region is not responsible for the successfulness of any sale or transaction of any type. The Region moderators will not answer any questions from potential buyers about classified advertisements. The Region will delete any ad that does not conform to these rules.

Endorsements

Any post by a Region member or members commenting on the quality of services of any business, person, or entity supporting the Club or its membership is deemed to represent the opinion of that member or members commenting.

Posting Information from Other Sources

When posting information from other sources, all members must ensure that they have permission from the author, photographer, or source to do so. Such postings should credit the author, photographer, or source, and should include the source’s copyright notice if required.

Enforcement

- Violations of this policy will be determined by the CRPCA Board of Directors.
- Members may be encouraged to move comments or conversations regarding goods or services to private messaging and out of general discussions.
- Messages or posts in violation of this policy may be edited or removed to ensure that they adhere to posting standards.
- Members who violate this policy will be given a warning. Repeat offenders may be denied access to the Region’s social media accounts upon a majority vote of the Regional Club’s Board of Directors.