



AKCA SOCIAL MEDIA POLICY

Social Media Policy Content

Albemarle Kart Club 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 Albemarle Kart Club and Albemarle Speedway.

This includes but is not limited to Facebook, Tiktok, Snapchat, Twitter, Instagram, Reddit 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 Albemarle Kart Club and Albemarle Speedway, other members, or others directly/indirectly related to the club/speedway may result in disciplinary action against individuals, up to and including exclusion from Albemarle Kart Club events and Albemarle Speedway premises indefinitely.

This social media policy applies to all Albemarle Kart Club and Albemarle Speedway competitors, crew 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 Albemarle Kart Club and Albemarle Speedway sanctioned event. All drivers are responsible for the actions of their crew. An official is any and all authorized Albemarle Kart Club officers, workers/volunteers, agents, representatives, and subcontractors. Albemarle Kart Club and Albemarle Speedway reserve 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, 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 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

Social media 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 Albemarle Kart Club and Albemarle 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. Albemarle Kart Club and Albemarle Speedway prohibits taking negative action against any member or other person for reporting or cooperating in a policy investigation. Member(s) who retaliate against another member for reporting or cooperating in an investigation will be subject to disciplinary action, up to and including exclusion from Albemarle Kart Club events and Albemarle Speedway premises indefinitely. 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 Albemarle Kart Club and Albemarle Speedway, drivers, teams, tracks and sponsors.

This policy is in effect as of Wednesday September 6, 2023, and will remain in effect indefinitely.