

SMOKY MOUNTAIN REGION PCA SOCIAL MEDIA POLICY GUIDELINES

Revised 2018, Region specific 04/30/2019

Purpose

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

Accounts

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

Posts

- Moderators shall regularly update the Region's social media accounts.
- Participants are invited to share photos, discuss and comment on topics of general interest to PCA members, including PCA activities and Porsche cars.
- Social media accounts should not publicly post any person's private information, including home address, telephone numbers, or date of birth.
- All messages and postings by participants must include the full name (first and last) of the posting individual.
- The Region may establish reasonable restrictions on length, style, and frequency of messages.
- The Region 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.
- 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 Region or the PCA Executive Council and Board of Directors deem harmful to the National Organization, any Zone, Region or individual Classified Advertisements
- Classified advertisements, including "For Sale" or "In Search Of" postings, are not allowed.
- Participants may not post advertisements of behalf of their business, company or third party.

Endorsements

- The Region will not endorse or comment upon services on its social media site. The Region will not entertain or allow its membership to discuss the quality of services of any business, person, or entity supporting the Club or its membership.

Posting Information from Other Sources

- When posting information from other sources, all users 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 Regional Club Board of Directors.
- 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.