

Silver Sage Social Media Policies/Guidelines

Updated: **September 2024, Vicki Pentecost**

- Social Media Definition:
 - Tech terms website:

Social media is a collection of Internet-based communities that allow users to interact with each other online. This includes web forums, wikis, and user-generated content (UGC) websites. However, the term is most often used to describe popular social networking websites.
- Have a 'Presence' in:
 - Internet (Silver Sage webpage)
 - Facebook Public Group
 - Instagram via #SilverSagePorscheclub
 - YouTube channel
 - Email/Constant Contact
- Silver Sage Region's Objective for 'Social Media'

To enhance the participation in the Silver Sage Region of the PCA. To improve the membership experience of the Silver Sage region membership. To manage sharing of all things Silver Sage/PCA/Porsche.
- Governance:
 - Silver Sage will have a primary Social Media Chair. This position will be the initial point of contact for all decisions regarding Silver Sage social media. The Silver Sage Board of Directors will own the final decisions.
 - Silver Sage will have a webmaster managing the region website.
 - Silver Sage will have an email/Contact administrator. He/she will own all issues regarding email/Constant Contact. These positions are Registrar and Communications.
 - These will be volunteer positions appointed by the Silver Sage Board of Directors.
 - We will adhere to the Facebook group policies attached.
 - All Social Media 'Presences' are property of Silver Sage Region
 - Joining our social media 'pages' implies compliance with our guidelines
 - Guidelines/Policies will be posted regularly.
 - Annually, we will review and update, as necessary, to ensure we comply with PCA's Social Media Guidelines for Regions (currently found in Section 3 of the RPM).

- Enforcement:
 - Page Admins will monitor posts for violations of our policies/standards and posts that violate same will be removed.
 - Warning to be issued with 1st violation
 - 2 violations of the same policy with 30 days will result in 30 day suspension from the group.
 - 3 violations, within a year, will result in expulsion from the group.
- Silver Sage Region has four administrators:
 - Loren Stumbaugh: Social Media Chair
 - Andrew Gable: Webmaster
 - Bob Pentecost: Registrar
 - **TBD:** Communications

Facebook Guidelines

Silver Sage Porsche Club of America, Facebook is a Public group.

Membership is generally open to anyone, though must be approved by one of the administrators. We currently have members from around the world. While some of the other PCA region FB groups require membership in PCA, Silver Sage does not.

Facebook Group General Description:

Greetings from the Silver Sage Region of the Porsche Club of America! The Silver Sage Region is proud to have been a part of the Porsche Club of America since 1966. Our membership includes Porsche enthusiasts from all over southern Idaho and eastern Oregon, with a concentration in the Boise area. Please see our [website](#) for more about our club and its scheduled events.

Facebook Group Posts:

- Group members are invited to share posts, discuss and comment on topics of general interest to the PCA members, including but not limited to: PCA activities, Porsche Cars, etc.
- Group members should not post any person's private information.
- Posts containing political, religious, or other controversial issues are not permitted.
- Posts containing offensive, abusive, harassing, disrespectful, defamatory, obscene, or otherwise unsuitable language are not permitted.
- Posts containing personal attacks or critical commentary of an individual are not permitted.
- Posts disparaging a company, product, or individual are not permitted.
- Posts that 'share' information from others must ensure they have prior approval.
- 1) Advertising personal services such as detailing, paint chip services provided by Silver Sage Region members or supporters will be allowed as long as it's not deemed to be excessive. 2) Sales of vehicles and car parts by members as long as it's not deemed to be excessive. Members are encouraged to post these types of notices in the classified section of the Silver Sage Region website as well. **Updated 9-2024.**

- Posts must embrace the PCA Code of Ethics and Conduct, as follows: “we treat neither fellow members or non-members in a way that is demeaning, embarrassing, derogatory or otherwise inappropriate.”

Silver Sage Social Media Additions based on 2023 RPM's

- Unauthorized drones, including drones operated by unlicensed pilots, are not permitted at PCA events, without exception. Any photos, videos or other imagery captured by unauthorized drones at PCA events is strictly prohibited in PCA communication, including social media, websites, newsletters, or emails. (Page 54)
- License Plates: License plates must be redacted from all photographs or videos from Autocross, Driver Education, or Street Survival events before being used in PCA emails, newsletters or magazines, websites, or on social media. Autocross leaders encourage their members to remove their license plates or cover their license plates with blue tape at such events. (Page 55)
- Autocross Results: Regions who publish autocross results should do so with limited information. Information should be limited to the driver's first name and last initial only. Full names should not be disclosed. Similarly, only limited car information should be provided. Regions may share the model information, but should not share year, color, or license plate. (Page 57)