



## **Social Media Guidelines**

v2 – 23<sup>rd</sup> February 2021

### **Purpose:**

With social media being the world's fastest form of real-time communication, it is a normal part of life for a large percentage of the population. With businesses using social media as a communication tool they have the potential to find themselves in the situation where what is said about them or what their members of staff say can be potentially damaging.

Businesses recognise that social media offers a new opportunity to engage and market to customers and other communities with shared interests on an increased level, understanding the scope for two-way communication in a very public arena.

As BARC staff and volunteers are now involved in social media for both work and personal reasons there is a definite need for some guidelines that ensures that all employees and volunteers are aware of what may be said about the companies, the events, products and services, people, competitors and other stakeholders.

The BARC Group of companies ("BARC") is considered as being:

- BARC Ltd,
- BARC(TOCA) Ltd,
- Croft Promosport Ltd,
- BARC (Pembrey) Ltd,
- Thruxton (BARC) Ltd,
- Ian Taylor Motor Racing School Ltd.

Social media tools include but are not limited to the following:

- Social networking sites, such as Facebook and LinkedIn;
- Video and photo sharing sites, such as YouTube and Instagram;
- Micro-blogging sites, including Twitter;
- Blogs, including personal or corporate blogs;
- Forums and discussion boards, such as Google Groups;
- Any other website which allows simple publishing of comments and opinions.

### **Guidelines:**

The following guidelines outline the implications of social media use and include recommended best practice for all BARC staff and volunteers.

Issues of confidentiality, intellectual property and defamation are even more important online as such things can be picked up on by more than just the initial target audience. As a rule of thumb the general principles that should be observed are:

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|------------------------|---|
| <b>Integrity</b>       | - being open and honest in the use of network sites           |
| <b>Respect</b>         | - for the individuals and communities with which you interact |
| <b>Confidentiality</b> | - with regard to client of company issues                     |
| <b>Legal</b>           | - always acting within the law at all times                   |

Only those specifically authorised in writing by a Company Manager may represent the BARC in any social media context. If you have officially received approval to represent the BARC in social media or if you discuss company related issues in your personal use of social media platforms you are required to follow the following principles:

**1. You are personally responsible for your own commentary.**

Individuals can be held personally liable for any commentary deemed to be defamatory, obscene or libellous and such commentary must not be used at any time. Social media users should not use colourful language, obscenity, copyright material or derogatory remarks. If it is made know that you have an involvement with the BARC it should be made clear that the views you are sharing are your own personal views and are not those of the BARC.

**2. Do not disclose confidential or sensitive information.**

Never disclose information either text or images that is confidential to the BARC or any third party that has disclosed information such as suppliers. Talking about revenue, future plans and other similar information could get you into legal difficulties, even if it is your own personal view and whether or not you identify yourself as being involved with the BARC.

**3. Do not discuss involvement with BARC projects in any social mediums.**

Information about and identification of current BARC projects and developments should not be made public in this way. Any individual can be held liable for inappropriately disclosing BARC projects or development through social media. If you wish to promote BARC developments on your personal social platforms this must be approved by the relevant Manager of the BARC Company.

**4. Be mindful of and respect your audience.**

Remember that others including colleagues and those dealing with the situation in question may be actively reading what you write. Think of what you say in the same way as any statements you might make in emails you might send to people you don't know. If you wouldn't include your comment in those then think twice about posting such comments on-line.

**5. Obtain permission to use the BARC name and logo or those of associated companies.**

You cannot use the logo or name of the BARC or one of its companies without the formal written permission of the relevant company Manager, other than the name in a very general sense.

If you maintain a website or blog and have identified yourself as being a BARC employee or even having direct connections to the company, if you have blogged about your work for the BARC the guidelines below must be implemented in addition to those already covered.

**1. Use a disclaimer.**

You should make it clear that the views you express are yours alone, possibly though the use of a statement such as: "The views express on this (*website/blog/etc*) are my own and do not reflect the views of my employer".

**2. Get your facts straight.**

Even though your postings will be primarily made up of your personal opinion, check that your facts are accurate before posting them. Make sure you have permission to post any copyrighted items or images and be careful about posting or linking to items that may contain viruses.

**3. Reputation.**

Your actions must not affect the BARC business interests or bring its staff, members or volunteers into disrepute.

In general, what you do in your own time is you own concern. However, activities that affect your performance, the performance of others or BARC's interests, are a real focus for these guidelines. Please remember that the extent to which you breach any of these guidelines for matters directly relating to BARC interests may be subject to legal or disciplinary action, such action may ultimately lead to dismissal. In addition, in the event that any third-party claims are brought against the BARC as a result of your activity you will be held responsible for any costs or damages incurred as a result.

If you require any clarification about any aspect of these guidelines and how it applies to your own circumstance please contact a Company Manager in the first instance.



## **Guidelines for BARC Officials Using Social Media**

- 1. Mobile devices and social media should not be used while officials are on duty.**

Your attention should always be to your officiating duties at all times. Save the internet for your break or the end of the day.
- 2. Put yourself in the other person's shoes.**

Take a moment to think before you post. If it was you that someone was posting a picture or comment about, how would you feel?
- 3. Once it is out there, it is out there.**

Never assume that something you post on-line is private. Comments, photos and statuses can all be copied, shown to friends, screen captured and saved or sent to others. Always assume the person you are posting about will see your post.
- 4. If in doubt leave it out.**

If you have to stop and think about it then it probably means you should not be posting it! Remember that your on-line presence is part of your personal brand. What you say and do on-line affects how other people perceive you.
- 5. Social media should not be used to make disparaging or negative remarks about anyone.**

There can be serious consequences for the misuse of social media. If you have an issue that needs resolving there are appropriate channels to do this, so make use of them. If you need advice on how to resolve an issue call the BARC on 01264 882200.
- 6. Never post photos or comments about a motorsport incident.**

It is vital that we all respect the privacy of individuals involved in accidents or incidents whether on or off track. Never ever post photos, comments or information on social media or other on-line forum about an accident or incident. Remember point 2 above. The BARC has appropriate protocols in place to get information to family and friends as well as the media so please allow the club to do its job.
- 7. Have regard for the legal position and status of these guidelines.**

You should be mindful at all times that MSA regulations and UK law continue to be applicable in the online environment. In addition, the BARC reserves the right to take action against any official who breaches these guidelines which may include expulsion from the club and exclusion from BARC events.
- 8. Use social media as a tool to promote and encourage the development of our sport.**

Social media is an amazing platform if used responsibly and for a positive purpose. Use it to promote events, clubs, activities and membership. Use it to spread the word about our great sport and keep it positive!