



## **2018 SOCIAL MEDIA POLICY**

*Social media* includes all means of communicating or posting information or content of any sort via digital applications or on the Internet, including any social network, blog, podcast, journal or diary, personal web site, web bulletin board or a chat room, whether or not associated or affiliated with INDYCAR, as well as any other form of electronic communication. The most common forms of social media are Facebook, Twitter, Instagram, SnapChat and YouTube.

Even though these forums may seem informal, as a Competitor or Official of INDYCAR you are still expected to act professionally at all times. For that reason, the same principles and guidelines found in the 2018 Official Series Rule Book ("Rule Book") and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what is posted online. Before creating online content yourself and/or allowing others the ability to post online content for you, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects INDYCAR, other Members, or others may result in disciplinary action up to and including suspension.

### **Know if this policy applies to me**

This policy applies to INDYCAR Competitors and Officials. A Competitor is a Driver, Entrant, crew member, Manufacturer or any other individual or entity who is a Member and participates competitively in an Event. An Official is any and all authorized INDYCAR officers, employees, agents, representatives, and subcontractors. INDYCAR reserves the right to apply the policy to other Members as it deems appropriate. In such case, INDYCAR will provide: i) such existing Members with a bulletin and the policy via the electronic mail account on file with INDYCAR for the Member, Entrant and/or Associate and post the bulletin and the policy on the Indy Racing Information System ("IRIS"); ii) such new applicants with the policy as part of the membership application materials. Additional policies may also apply, including without limitation, INDYCAR's employment policies (which is applicable to some Officials), and this policy shall not limit or reduce the obligations of any Member under such other policies.

### **Know and follow the rules**

Carefully read these guidelines, as well as the Rule Book, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including suspension.

### **Be respectful**

Always be fair and courteous to others. Also, keep in mind that you are more likely to resolve complaints by speaking directly with others than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage others or that might constitute harassment or bullying. Examples of such conduct

might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law, rule or policy.

### **Be honest and accurate**

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Posts are "on the record" and available to the media, public, sponsors, and other business partners and subject to discovery in litigation matters. Never post any rumors, speculation or information about INDYCAR or others until an official announcement, release or other post by official social media accounts has been made to the public and media.

### **Post only appropriate and respectful content**

- Maintain the confidentiality of INDYCAR and other Members' trade secrets and private or confidential information. Trades secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
- Do not create a link from your blog, website or other social networking site to an INDYCAR or fellow Member's website without identifying yourself as an INDYCAR Competitor or Official.
- Express only your personal opinions. Never represent yourself as a spokesperson for INDYCAR or a fellow Member. Never use any others logos, trademarks or copyrighted materials without consent. If INDYCAR is a subject of the content you are creating, be clear and open about the fact that you are a Member and make it clear that your views do not represent those of INDYCAR or fellow Members. If you do publish a blog or post online related to the work you do or subjects associated with INDYCAR, make it clear that you are not speaking on behalf of INDYCAR. It is best to include a disclaimer such as "*The postings on this site are my own and do not necessarily reflect the views of INDYCAR.*"
- When an incident occurs, information concerning the incident becomes extremely sensitive. Members may not use social media to comment on the identities, condition or other medical information of the Drivers, crew members, other Members or others involved in the incident prior to an official update from INDYCAR Communications. In addition, during any time of emergency at the race track, do not post on any information to social media account(s) until the situation has been resolved and an official update has been made by INDYCAR Communications. The official social media channels of INDYCAR (listed below) will only comment on such subjects after word from INDYCAR Communications.

### **Retaliation is prohibited**

INDYCAR prohibits taking negative action against any Member or other for reporting a possible deviation from this policy or for cooperating in an investigation. Any Member who retaliates against another Member or other for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

### **Media contacts**

Members should not speak to the media on the company's behalf without contacting the INDYCAR Communications department. All media inquiries should be directed to it. The official social media accounts of INDYCAR are the @IndyCar Twitter/Instagram, and Verizon IndyCar Series Facebook. The official social media accounts of the Mazda Road to Indy are @USF2000, @ProMazda and @IndyLights, as well as the USF2000, Pro Mazda and Indy Lights Facebook pages. Official news should begin on these accounts.

### **Policy Modifications**

INDYCAR reserves the right to modify this policy as it deems appropriate in its discretion. In such case, INDYCAR will provide: i) existing Members with a bulletin and the revised policy via the electronic mail account on file with INDYCAR for the Member, Entrant and/or Associate and post the bulletin and the revised policy on IRIS; ii) new applicants with the revised policy as part of the membership application materials.

### **For more information**

If you have questions or need further guidance, please contact Curt Cavin, Vice President, Communications at [ccavin@indycar.com](mailto:ccavin@indycar.com) or Nick Olsen, Social Media Strategist, at [nolsen@indycar.com](mailto:nolsen@indycar.com).

Of course, nothing in these social media policy is meant to discourage Members from exercising their rights to use social media. Social media plays an integral role in reaching out to and growing our fan base. It is a way to give fans direct interaction with INDYCAR, drivers, teams, tracks, and sponsors. This policy, if used correctly, will only enhance and brighten this experience for all parties involved.



**2018**

**INDYCAR  
SOCIAL MEDIA POLICY**

I have received and read a copy of the 2018 INDYCAR Social Media Policy.

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(Date)

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Printed Name

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(City and State)

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Signature

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Position

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Affiliation