



POLICY NAME: NDRC Social Media Policy

INTRODUCED: September 2023

RESPONSIBLE: National Drag Racing Championship (NDRC)

Overview:

This is the official social media policy for the National Drag Racing Championship (NDRC). The guidelines contained within this document are intended for use and reference by NDRC, employees, participants, members, volunteers, media, and fans.

Definition:

For the purpose of this document, the term 'social media' includes any form of internet-based media that can be viewed and contributed to by the public, including, but not limited to, platforms such as Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat, personal or business websites, and forums.

Scope:

The NDRC aims to foster a digital environment that allows NDRC participants and the public to actively participate and contribute to the growth of drag racing as Australia's favourite motorsport. While social media is a valuable tool, it is crucial to use it responsibly, so as to not hamper the growth of the sport and the people who help make it what it is.

Social Media Guidelines

Professionalism:

Exercise good judgment in all online discussion. Actions taken on social media platforms can hurt people in the same way that it can hurt the sport. Being abusive or disrespectful might feel good in the moment but ultimately makes you and the sport look amateurish.

Engaging Communication:

Communicate in an engaging and constructive manner. Use clear and straightforward language and mean what you say. Don't use inappropriate, abusive, or explicit language.

Adding Value:

Ensure that posts are relevant and add value to the drag racing discussion. Encourage positive conversations about the sport and avoid engaging on a personal level. Play the ball, not the player.

Think Before Posting:

If you find yourself hesitating to post something, take a moment and think about the potential consequences. Consider the likely effect and response from fans, media, sponsors, and casual observers.

Positivity:

Promote positivity when discussing drag racing. Positive comments about the sport attract potential racers, fans, and sponsors. Negative comments deter them.

Entertaining Content:

People will follow your content, feeds, or channels to be entertained and engaged. Ensure your content entertains or sparks interest in the sport.

Avoid Controversial Material:

Refrain from sharing links or comments that may upset or offend readers. Focus on promoting positive news stories about the sport.

Handle Negative Feedback Gracefully:

If faced with negative comments, refrain from retaliating with negativity. Instead, handle the situation with respect and positivity. If that's not possible, don't engage.

Be Honest:

Ensure that all posts and comments are truthful and that you have permission to post copyrighted material. Avoid making accusations. Stay constructive.

Avoid Defamation:

Refrain from making defamatory or derogatory remarks about individuals or organisations. While constructive criticism is acceptable, factually incorrect comments are not.

Following NDRC:

NDRC encourages its members, volunteers, racers, and teams to actively participate in social media and promote their participation in drag racing on their personal networks. Be respectful of our online communities and tag the NDRC in your posts and achievements so we can share your successes.

Protecting the Sport:

All members, volunteers, employees, racers, teams, and fans share the responsibility of safeguarding drag racing as a welcoming, positive, worthwhile, inclusive, family-friendly endeavour. Think about how what you post or say impacts the perception of drag racing and yourself.

Breaches of Policy:

Misrepresentation or defamatory remarks targeting others, the NDRC, or the sport will be reviewed and addressed. Any posts deemed defamatory, derogatory, or damaging to the drag racing will be removed, and the responsible party may face consequences. We're not out to fine people for spirited online discussions, but those found to have significantly breached this policy may be unwelcome at future NDRC events.

Please note that this policy is subject to periodic review and updates to stay in line with evolving technologies and platforms.