

Porsche Club GB Social Media Policy

Purpose of this document

The purpose of this social media policy document is to ensure the proper use of Porsche Club GB social media accounts and to make members aware of what the Club deems as acceptable and unacceptable use of social media. The Club reserves the right to amend this policy at its discretion. In case of amendments, users will be informed appropriately.

Scope

All Club social media accounts; those branded under the banner or name of Porsche Club GB, its regions, registers, or other interest groups including but not limited to Facebook (pages and groups), Twitter, Instagram and LinkedIn.

Acceptable use:

Club social media accounts shall only be used to promote and report on Club events and activities, or to host or share content that is relevant to its members.

Club social media accounts shall complement and support content hosted on the Porsche Club GB website.

Club social media accounts shall not replace the requirement for website content.

Social media accounts

Club social media accounts shall only be created and used after permission is given by the Club. This may be obtained from the Communications Director.

Account holder details together with those that can administer the account shall be provided to the Club.

The sharing of access to accounts that provide a single login is forbidden.

Content

When using social media, you are not to:

Post material likely to damage the reputation of the Club, its members, staff, officials, board of directors, Porsche and Porsche AG or Club partners.

Post material likely to damage the relation of the Club to Porsche and Porsche AG or Club partners.

Post insulting, threatening or defamatory material or material likely to cause undue annoyance, provocation, upset or embarrassment to any reasonable person.

Name companies, or individuals, in relation to accusations of malpractice, fraud or other criminal or civil offences.

Use the social media to harass anyone, including but not limited to posting personal or private information and images.

Post pictures of children in any situation. UK law is such that pictures of children cannot be published without the consent of their parents/guardians. We do not have the resources to establish this permission.

Post material which infringes copyright or other intellectual property rights.

Post material, or provide links to material, that may be considered pornographic, violent, racist, sexist, voyeuristic, offensive, unlawful, or otherwise against any reasonable standard of behaviour. Post words which may be considered vulgar or use alternative spellings to indicate such or to confuse the profanity filter.

Post content, links to websites, or adverts for your own commercial gain or otherwise use the social media to bring attention to your product or service.

Reproduce private emails or other correspondence.

Post content that could be considered politically sensitive, race, religion or gender biased.

Post content intended for members only i.e Board minutes, discount and event booking codes.

Post content in relation to Club director elections.