

# Florida Citrus Region Communications & Social Media Policy / PCA Code of Ethics

## Florida Citrus Region Communications & Social Media Policy

### Purpose

The Florida Citrus Region of the Porsche Club of America (PCA) social media accounts are designed to promote activities of interest to the Regional Club membership and to further the enjoyment of PCA participation. Moderators and participants are to remember that participation on social media is a public representation of themselves, the Citrus Region, PCA and the Porsche marque. This policy applies to all social media, online communities, messaging, video-sharing, and digital collaboration platforms used by or representing the Florida Citrus Region – PCA. This includes, but is not limited to Instagram, Threads, YouTube, TikTok, Discord, WhatsApp, Bluesky, and other future/emerging platforms.

### Accounts

- All social accounts created by, for, or on behalf of the Florida Citrus Region of the Porsche Club of America are the sole property of the Region.
- All social media accounts created by, for, or on behalf of the Florida Citrus Region of the Porsche Club of America shall be transferable from one social media chair to the next.
- All passwords to social media accounts are the sole property of the Florida Citrus Region of the Porsche Club of America. Those entrusted with the passwords are considered account "moderators." Passwords should only be given to region members, upon approval by the Region Board of Directors.

### Posts

- Moderators shall regularly update the Region's social media accounts.
- Participants are invited to share photos, discuss, and comment on topics of general interest to PCA members, including PCA activities and Porsche cars.
- Obtain consent for close-up/member-feature photography when practical.
- Social media accounts should not publicly post any person's private information, including home address, telephone numbers, or date of birth.
- Avoid posting:
  - Reckless driving
  - Street racing
  - Go-Cart activity
  - Illegal activity
  - Dangerous track behavior
  - Drone footage that does not conform to all PCA Drone Policies and Approvals
- Blur or obscure license plates when practical.
- All messages and postings by participants must include the full name (first and last) of the posting individual.

- The Region may establish reasonable restrictions on length, style, and frequency of messages.
- The Florida Citrus Region is committed to maintaining a respectful, welcoming, and inclusive online environment for all members and guests. The following types of messages or postings are not allowed and will be removed immediately:
  - Harassment, hate speech, discriminatory remarks, bullying, or personal attacks based on race, gender, religion, nationality, sexual orientation, disability, or other protected characteristics are prohibited.
  - Those that disparage any fellow Region member, product, or company.
- The Region social media accounts and their participants will adhere to the PCA Code of Ethics and Conduct (see below).
- Region social media channels shall not be used for partisan political advocacy, commercial solicitation, or personal business promotion without board authorization.
- Unless specifically authorized, member comments and posts do not represent official positions of the Florida Citrus Region, PCA, the Porsche Club of America, PCNA, or Porsche AG.
- Social media content should promote responsible driving behavior and adherence to applicable laws, PCA event rules, and motorsport safety standards.
- Members posting on behalf of the Region should use only content, music, images, and video for which they have rights, permission, or platform-authorized usage.
- Member directories, registration data, contact information, or other non-public member information may not be shared through social media channels.
- Live streaming from PCA events should be conducted responsibly and in a manner that does not interfere with safety operations, event officials, or participant privacy.

### **Account Security**

- All region-controlled accounts must use:
  - Multi-factor authentication (MFA)
  - Region-owned email addresses where practical
  - Password manager storage (Redbook) accessible to designated officers
- Administrative access should be reviewed annually.
- Former moderators must be removed promptly upon role transition.
- No social media account may be tied solely to a personal email account without board approval.

### **Artificial Intelligence / Synthetic Media**

AI-generated or materially AI-assisted content posted on behalf of the Region should be reviewed for accuracy, appropriateness, copyright compliance, and alignment with PCA values. Synthetic or manipulated media intended to mislead, impersonate, or falsely represent individuals or events is prohibited. If AI is used to generate an image it needs to state “ai generated.” If it is edited, it should be designated as “AI edited or assisted.”

## **Removal and Escalation Authority**

Moderators may remove content that violates this policy or may temporarily suspend commenting during disputes or escalating situations. Issues involving legal concerns, threats, harassment, reputational risk, or media inquiries shall be escalated to the Region Board.

The Region will use a progressive moderation framework:

- Warning
- Content removal
- Temporary suspension
- Permanent removal/reporting to Board

## The PCA Code of Ethics and Conduct

This document is presented to define the standards and ethics to which the organization holds itself, its elected and appointed representatives, its employees, and its members. It supplements but does not replace our established Bylaws and procedures, which are documented elsewhere. The following represents the way we want to be and to do business. PCA is not a political organization. It exists for the benefit of its members, to further their enjoyment of their cars. In the performance of this mandate, it must operate under the rule of law, adhering to the laws of the various countries and jurisdictions under which it exists. This means that illegal behavior is not tolerated, and that close attention is paid to the requirements of the law in the actions of all involved, national, and regional officers, individual members, and those within the national office.

Beyond this, we accept the obligation to do what is right. An ethical system is based on the mutual benefit of the involved parties; the corollary of this is that we treat neither fellow members nor nonmembers in a way that is demeaning, embarrassing, derogatory, or otherwise inappropriate. This, of course, extends to our concept of respect and equal treatment for all, regardless of gender, race, religion, national origin, or other such protected status. Our natural competitiveness does not extend to taking unfair advantage of others, be they individuals, clubs, or businesses. Actions and words about which there may be some questions are undertaken, when possible, only after careful thought and perhaps consultation. Decisions affecting PCA should be either self-obvious or readily explained. Particular attention should be paid to potential conflicts of interest involving special treatment or gifts from individuals or companies possibly hoping to gain something in return. Other potential conflicts of interest, in which an officer, employee, or member must weigh his immediate and personal potential for gain against the best interests of PCA, require special thoughtful attention. Transparency in all actions is desirable. Nothing must be allowed to compromise the integrity, credibility, and best interests of PCA in the making of decisions that affect the club. The culture of PCA is founded on doing the right thing to the best of our ability. Without this, we lose our self-respect both as an organization and as individuals, a price that we will not pay. Non-adherence to these principles will not be tolerated; behavior or actions damaging to PCA will be dealt with by the established club Bylaws and may result in permanent loss of membership.

- The following types of messages or postings are not permitted:
  - Those that contain offensive, abusive, harassing, disrespectful, defamatory, obscene, or otherwise unsuitable language.
  - Those that are personal attacks, demeaning, derogatory or could be construed as slanderous in nature of any individual.
  - Those that disparage any product, company, or individual.
  - Those that are divisive in nature (e.g., religion, politics, social issues, etc.).
  - Those that the Region or the PCA Executive Council and Board of Directors deem harmful to the National Organization, any Zone, Region, or individual.

## **Classified Advertisements**

- Participants may not post advertisements on behalf of their business, company or third party.
- Classified advertisements by PCA members are allowed for the sale of or in search of Porsche or PCA-related items. Classified advertisements may not be placed for services. Members are not allowed to post the same ad more than once. Members posting classified ads should not “bump” their own posts. All “For Sale” ads must clearly list the asking price. Once an item has been sold, members should mark their original posting as such or delete it.
- The Region is not responsible for the successfulness of any sale or transaction of any type. The Region moderators will not answer any questions from potential buyers about classified advertisements. The Region will delete any classified ad that does not conform to these rules.

## **Endorsements**

- The Region will not endorse or comment upon services on its social media site. The Region will not entertain or allow its membership to discuss the quality of services of any business, person, or entity supporting the Club or its membership.

## **Posting Information from Other Sources**

- When posting information from other sources, all users must ensure that they have permission from the author, photographer, or source to do so. Such postings should credit the author, photographer, or source, and should include the source’s copyright notice if required.

## **Enforcement**

- Violations of this policy will be determined by the Regional Club Board of Directors.
- Messages or posts in violation of this policy may be edited or removed to ensure that they adhere to posting standards.
- Members who violate this policy will be given a warning. Repeat offenders may be denied access to the Region's social media accounts upon a majority vote of the Regional Club’s Board of Directors.