

## ***Beaver Dam Raceway Social Media Policy***

It is the policy of Beaver Dam Raceway to ensure that employees, staff, and anyone signing into the pit area, who use social media to discuss the Raceway or the raceway activities, do so in a responsible manner that is not disruptive, offensive, or harmful to others. **Specifically, when discussing or posting information about Beaver Dam Raceway, all members of the staff must observe the following guidelines, regardless of whether using raceway equipment, or during business or personal time.**

1. Only those staff members specifically authorized by the owners of Beaver Dam Raceway are authorized to speak on behalf of Beaver Dam Raceway. Information shared via social media not posted by them is the opinion of the individual and must be clearly noted as such.
2. Drivers and their associated crews will not use social media as an outlet to post or distribute negatively skewed information towards the track, and its staff or officials. You also assume the responsibility of your crew member's actions. If anything is found in violation of this policy, it may result in a track suspension and/or with holding of payout.
3. Abide by the confidentiality requirements set forth by the Beaver Dam Raceway. Do not give out confidential information about Beaver Dam Raceway.
4. Respect the employee's and staff members of Beaver Dam Raceway. When you identify yourself as a member of Beaver Dam Raceway within a social network, you are connecting to our customers and fellow staff members. Most social media is public information and can be viewed by anyone. Do not distribute information that could be construed as offensive, untrue, or harassing in any manner. If you are unsure about any information, clear the material to be distributed with the General Manager before release. Any pictures or video taken on Beaver Dam Raceway property must be approved by management before posting. Any resulting liability from unauthorized posts becomes the responsibility of the poster.
5. It is unacceptable to communicate or post information that defame, or is negative in any nature, towards Beaver Dam Raceway, staff members, or competitors. While your activities away from Beaver Dam Raceway are of your own concern, public comments which negatively affect Beaver Dam Raceway, its staff members, or competitors will not be tolerated.
6. Members of Beaver Dam Raceway staff who are requested to engage in social media should be aware of their role in representing Beaver Dam Raceway, the staff, and owners.
7. All electronic communications and postings via social media channels that pertain to Beaver Dam Raceway are subject to monitoring and review by Beaver Dam Raceway at any time. This is regardless of the time the material was created. Staff members do not have an expectation of privacy with Beaver Dam Raceway matters in respect to public on-line communications. Anything negatively reflecting towards Beaver Dam Raceway may be used in reviewing the continued staff member status. Beaver Dam Raceway will respond as necessary to protect the interests of the raceway.

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DATED

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SIGNATURE

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PRINT NAME