



Social Media Policy for the Atlantic Motocross Racing Association (AMRA)

1. Purpose

The Atlantic Motocross Racing Association (AMRA) recognizes the importance of social media in connecting with members, sponsors, fans, and the broader motocross community. This policy provides guidelines to ensure that AMRA's social media presence aligns with its values, promotes a positive image, and fosters a safe and supportive environment for all users.

2. Scope

This policy applies to all AMRA staff, members, racers, volunteers, partners, and any other individuals who contribute content to AMRA's official social media channels. This includes Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn, and any other platforms used by AMRA.

3. AMRA's Social Media Platforms

AMRA's official social media accounts are managed by designated staff or volunteers. Only authorized individuals are allowed to post on behalf of AMRA. These platforms are used to share news, events, race updates, team achievements, safety information, and other content that reflects the association's mission.

4. General Guidelines for Posting

- **Be Respectful:** Treat all members, fans, and others online with respect and professionalism. Avoid offensive language, personal attacks, or discriminatory remarks.
- **Stay Positive:** Promote positive and encouraging messages related to the sport, our members, and the community. Celebrate achievements, share success stories, and encourage good sportsmanship.
- **Be Honest and Transparent:** Ensure all content is truthful and reflects AMRA's values and the spirit of motocross racing. Always disclose relationships with sponsors or third parties when necessary.

- **Privacy and Consent:** Do not post any private or personal information about individuals without their consent, including contact details, medical information, or images of minors.
- **No Harassment or Bullying:** AMRA will not tolerate bullying, harassment, or abusive behavior on its social media platforms. Any posts that violate this rule will be removed, and offenders may be banned from engaging with AMRA's social media accounts.
- **Avoid Political and Controversial Content:** AMRA's social media presence should remain neutral on political issues or other polarizing topics that do not directly relate to motocross. Please refrain from discussing controversial topics that may divide the community.

5. Engagement and Interaction

- **Respectful Comments:** AMRA encourages healthy interaction and discussion. However, offensive or inappropriate comments will be moderated or removed.
- **No Spam:** Posts or comments that are spammy, self-promotional, or unrelated to AMRA's objectives will be removed.
- **Responding to Questions or Concerns:** AMRA strives to respond to all legitimate inquiries in a timely manner. Please direct any urgent matters to the official AMRA contact points, not social media.

6. User-Generated Content

- **Rights to Content:** By submitting or tagging content related to AMRA on social media (photos, videos, etc.), users agree that AMRA has the right to use, share, or repost this content on its official channels, with appropriate credit given.
- **Respect Intellectual Property:** Do not post content that infringes on the intellectual property rights of others (e.g., copyrighted music, logos, etc.) unless you have permission.

7. Safety and Security

- **Follow All Safety Guidelines:** Content should always promote safety first, following all motocross and event safety regulations.
- **Report Safety Concerns:** If you see any content that promotes unsafe behavior or activities, please report it to AMRA immediately. This includes instances of reckless

riding, non-compliance with safety gear requirements, and dangerous behavior during events.

8. Crisis Communication

In the event of an incident or crisis, AMRA's designated spokesperson(s) will manage the response on social media to ensure consistency and accuracy. Members and fans are encouraged to refrain from posting unofficial statements or misinformation during these times.

9. Personal Social Media Use by AMRA Members

While members, volunteers, and staff are free to express their personal opinions on social media, they must make it clear that their views do not represent the views of AMRA. When posting about AMRA-related events, activities, or matters, always ensure that the content is respectful and aligns with AMRA's values. Any social media activity that undermines AMRA's reputation may result in disciplinary action.

10. Enforcement and Violations

- AMRA reserves the right to remove any content that violates this policy.
- Repeat violations may lead to suspension or removal from AMRA's social media channels and may result in further disciplinary action based on the severity of the violation.
- AMRA will address any violations of this policy with the goal of educating and maintaining a respectful and positive online environment.

11. Policy Updates

AMRA reserves the right to modify this social media policy as necessary. Any updates will be communicated to members via AMRA's official channels.

12. Contact Information

For any questions regarding this policy, or if you encounter content that violates the guidelines outlined here, please contact AMRA's Social Media Coordinator at [insert contact information].

This policy ensures that AMRA's social media presence reflects the association's commitment to safety, respect, and professionalism while fostering a vibrant, engaged community for all those involved in the sport of motocross.