



Social Media Policy

As the reach of the internet and social media increases, there is a need to adapt to the "ways of the future" and protect our product, our drivers, teams, fans, and sport to ensure longevity. While social media has many benefits including the acquisition and publications of our sponsors who keep all of this possible for racers and the track alike, there undoubtedly can be negatives. Evergreen Raceway would like to be proactive and protect everyone from the possibility of negative social media and implement a new policy.

Drivers and crew. Effective immediately, Evergreen Raceway will be implementing a social media policy. Management has performed sufficient research on this issue and while we are not the first track to implement such policies, we consider ourselves on the forefront of trying to do our part to keep stock car racing alive so everyone can continue enjoying the type of racing we hold so highly. The policy will be added to our website under the rules menu but I am also including it in this post for everyone to view.

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As humanity continues to advance through the 21st century, social media continues to become more and more involved in our daily lives. Videos alone are shared on social media live so everyone has instant access to pretty much anything around the world. For example, in 2013 www.youtube.com was said to have more than 72 hours of video uploaded per minute that can be viewed around the world in an instant. Many are positive funny videos but as everything always does, negatives accompany some post on these public outlets and those negatives can have a major impact on our ways of life. While a simple post could be directed at a single person or single entity, it can have broad effects toward, in this instance, auto racing.

To try and maintain professionalism and enhance the public appearance of stock car racing, effective immediately, Evergreen Raceway is instituting a social media clause. While Evergreen has asked its staff to adhere to a social media policy for the last year, we are now asking that drivers and teams consider the following policy.

Any driver observed having negative social media in any form (facebook, Instagram, youtube, etc) about Evergreen Raceway, Evergreen Raceway officials, or racers will not be tolerated. Violators are susceptible to fines and championship point deductions. It is Evergreen's recommendation that drivers refrain from negative comments about any track, racing affiliate, or simulant of stock car racing. Drivers are also urged to share this policy with their crew and teams.

Determination of penalties will be at the discretion of the Race Director and Promotors.

Thank You,

Jason Makarewicz - Promotor