



## SOCIAL MEDIA POLICY AND GUIDANCE FOR ADDRESSING CONCERNS

Hawkeye Downs is a family-friendly venue that promotes entertainment, community, commerce, and fun in a safe environment.

The purpose of this social media policy is to communicate proper channels for concerns and complaints at Hawkeye Downs. Proper channels are not social media outlets. Social media is a communication and marketing tool that should be used to promote racing, drivers, and events. Negative social media posts hurt the entire Hawkeye Downs family including promoters, vendors, and the racing community. Negative posts often reflect poorly on the person making them and frequently the posts can lead to inaccurate information being circulated in the community.

### **Social Media**

Hawkeye Downs defines social media as all means of electronic communication or posting of information/content of any sort on the internet. This includes but is not limited to your own or someone else's web blogs, personal website, social networking sites or affinity website, whether or not directly associated or affiliated with Hawkeye Downs.

This includes, but is not limited to, Facebook, Snapchat, Twitter, Instagram, WhatsApp, TikTok, LinkedIn, and YouTube. Although forums may seem informal, individuals are solely responsible for what is posted online whether by themselves and/or allowing others the ability to post online content for them.

Any social media interaction or contribution that adversely impacts Hawkeye Downs, its vendors, promoters or racing community, or others directly/indirectly related to Hawkeye Downs and its events may result in disciplinary action against individuals, up to and including limited or no access to Hawkeye Downs and its events indefinitely.

This social media policy applies to *all* drivers, their crew members, family members, racing officials and employees. All drivers are responsible for the actions of their crew. Hawkeye Downs reserves the right to apply the policy to others as it deems appropriate.

Examples of inappropriate postings, statements, photographs, video or audio may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct. All are prohibited. Avoid content that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages others or that might constitute harassment or bullying. Any mistake should be corrected immediately.

## **Be Respectful**

If an individual posts complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, and threatening or intimidating, that disparages others or that might constitute harassment or bullying, that individual is subject to disciplinary action noted above. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile trackside environment on the basis of race, sex, disability, religion or any other status protected by law, rule or policy.

## **Be Honest and Accurate**

Posts are "on the record" whether the online medium is public or private and is accessible to the media, public, sponsors, and other business partners and is subject to discovery in litigation matters. Rumors, speculation or information about Hawkeye Downs or others are not to be posted until an official announcement, release or other post by official social media accounts have been made to the public and media.

## **Retaliation**

Retaliation is prohibited. Hawkeye Downs prohibits taking negative action against any member or other for reporting or for cooperating in a policy investigation. Anyone who retaliates against another person for reporting or for cooperating in an investigation will be subject to disciplinary action, up to and including a ban from the Hawkeye Downs property. Social media plays an integral role in reaching out to and growing fan bases, engagement, marketing, and promotion of Hawkeye Downs. It is a way to market and communicate with Hawkeye Downs drivers, teams, sponsors and fans.

## **What to do if you have a complaint or concern**

If you have a complaint about Hawkeye Downs, it is respectfully requested that you take your concern to the appropriate person.

***Racing concerns and complaints*** should first be addressed with Racing Director Scott Unash at [scott.unash@hawkeyedowns.org](mailto:scott.unash@hawkeyedowns.org)

If complainant believes their concern has *not* been addressed, they may contact Hawkeye Downs Executive Director and Events Manager Jenn Draper at [jenn.draper@hawkeyedowns.org](mailto:jenn.draper@hawkeyedowns.org)

If complainant still believes further action is warranted, they may contact the Hawkeye Downs Board of Directors. Current board president is Julie Kraft, who may be reached at [@julieannkraft@gmail.com](mailto:@julieannkraft@gmail.com)

## Hawkeye Downs Social Media Policy 2020

***Event-related concerns and complaints*** should first be addressed with Hawkeye Downs Executive Director and Events Manager Jenn Draper at [jenn.draper@hawkeyedowns.org](mailto:jenn.draper@hawkeyedowns.org)

If complainant still believes further action is warranted, they may contact the Hawkeye Downs Board of Directors. Current board president is Julie Kraft, who may be reached at [@julieannkraft@gmail.com](mailto:@julieannkraft@gmail.com)