



2026 Social Media Policy

Social Media Code of Conduct

This Social Media Code of Conduct outlines expectations for drivers representing Santa Maria Speedway on all social media platforms. Its purpose is to protect drivers, the track, and the racing community by promoting responsible and respectful online behavior. This Code works in conjunction with Santa Maria Speedway's *Race with Respect* initiative. Violations may result in warnings or further disciplinary action.

Drivers are reminded that conduct both on and off the track reflects on themselves, their teams, and Santa Maria Speedway.

1. Personal Responsibility

Drivers are responsible for all content they post or share. Consider how posts may impact yourself, teammates, sponsors, competitors, Santa Maria Speedway, and the racing community.

2. Respect

All social media activity must align with *Race with Respect* values. Harassment, discrimination, bullying, or derogatory comments will not be tolerated.

3. Responsible Content

Do not share misinformation, false claims, or misleading content. Such posts may damage personal credibility and the reputation of the track.

4. Post-Race Conduct

Drivers should avoid posting emotionally charged or impulsive content immediately following on-track incidents. Take time to reflect before posting.

5. Consequences

Social media content is permanent and may have long-term effects on reputations and future opportunities. Posts that negatively impact competitors, sponsors, Santa Maria Speedway, or the sport may result in disciplinary action.