

GOLD COUNTRY RIDERS MEDIA AND SOCIAL MEDIA GUIDELINES

GCR supports the Women On Wheels® (WOW) Mission Statement, which is...

"To unite all women motorcycle enthusiasts for recreation, education, mutual support, recognition, and to promote a positive image of motorcycling."

We find that that some general media guidelines are helpful with this mission...

Guideline #1: The image that we should portray in all our communications, as members of WOW and GCR, must always be in support of the goals, missions and images of WOW and GCR.

Guideline #2: Whenever contributing to or joining conversations, use common sense and T.H.I.N.K - is this True, Helpful, Important/Inspiring, Necessary or Kind? When reading communications, assume the 'better intent' of the writers who might not clearly communicate, and remember that the intended tone is difficult to infer in written/electronic communication.

Guideline #3: As a contributor, do not include too much personal information in any photos, videos or writings. GCR cannot protect your privacy, so as a member, it is your responsibility to inform the photographers, videographers or writers that you DO NOT want to be included. If you want something removed, just notify the poster or site administrator and they will do that as soon as possible.

Very Important: Please, keep in mind that these are just guidelines, written to help our chapter stay informed, positive, and organized. Oversights will happen and it is not up to an individual member to judge or correct another's communication method or content. Do not, in a public forum, call out what you consider a guideline violation, nor suggest a better way for them to communicate. If the guideline oversight is serious and cannot be ignored or forgiven, bring it to the attention of the Director or a Board Member, and they will address your concern.

SOME SPECIFICS FOR EACH OF THE COMMUNICATION TOOLS WHICH GOLD COUNTRY RIDERS USE, FOLLOWS ...

EMAIL Communication Specifics (members'#@goldcountryriders.com)

Purpose: Email is the official method for our GCR leaders to communicate with our GCR members. The Officers will send out important announcements and documents; the monthly presentation and ride volunteers will send out informational emails and reminders; and the Webmaster will give notifications when important documents/photos are posted to the website, so that you can review them.

When sending emails, using our GCR members distribution lists ...

- Identify GCR related emails by including 'GCR' as the 1st thing seen in the Subject line.
- When responding to an email, 'Reply to Sender' unless otherwise requested or if your 'Reply to All' relates directly to the original email topic and you want to share this response with 'all'.

- If you have something that is not official GCR business, but want it to be sent out to all our members, send it first to the Director for her approval.

CLOSED FACEBOOK GROUP Specifics (search FB for "Gold Country Riders")

Purpose: This is our way to socialize and dialog with other GCR members (and some motorcycle-retired past members and maybe a key WOW leader) about GCR related activities, motorcycle events, safety tips, cool rides, open invites to unofficial rides/event and ride related milestones - in a positive way. As a 'closed' group there is some level of FB privacy. Postings should not be shared outside of this group and the GCR FB administration may remove postings without notice nor explanation. Most likely a guideline was overlooked.

As a member of the GCR FB Group ...

- Before posting or commenting, be sensitive to not offend our diverse membership, even if 'joking'. Some things that offend are negative comments about motorcycle types, gear choices, ride pace/skill/ability, observation of traffic laws, race, gender, religion, politics, bad language, references to illegal drugs, and posting solicitations or ads for personal gain etc... Basically, T.H.I.N.K.
- Day rides or events experience by individuals or small groups (not specifically GCR Chapter organized) are welcome on the main FB page, as long as that post is about motorcycle related activities and not common occurrences.
 - Tip: Try to be specific in your posts for example - 'X' is a great road; this photo was taken at the 'Y' view point; this is how I fixed my leak...; join me for the 'Z' fundraiser ride (email 'me' for details); check out the bike night/gear sale (on date/at location).*
- If posting about multiple-day rides and events, consolidate your many posts and comments by creating an 'Event' on our FB page, so that the main page is not overwhelmed by that ride/event. By creating an 'Event', our members can easily choose if they want to follow it.
 - Tip: If you are the creator of a GCR Closed FB 'Event', please consider updating the GCR users, who have only email access, when there are important developments concerning that event. Consider asking for time on the GCR meeting agenda, to share some details about that event.*
- If you and a small group frequently ride together outside of official GCR Chapter rides, consider creating your own 'FB group' which others can link to from your announcements on the GCR FB page, should you desire to share that journey or group page.

The GOLD COUNTRY RIDERS WEBSITE Specifics (www.goldcountryriders.com)

Purpose: The GCR Website is open to the public. Everything on it can be viewed, copied, downloaded, shared and/or screen captured. We use it to promote our GCR Chapter of Women On Wheels; to promote a positive image of women and our support members in motorcycling; to share ride directions with the community and it serves as a resource to our members for easy access to meeting information, past ride routes and photos, and important GCR documents. Our webmaster volunteers and document creators do their best to not include any personal information (unless approved), such as meet up times, last names, and email. Your attention to monitoring your own personal information, helps us to correct any oversights.