

I Trust Team ...



... to Capture my Racing Memories!

Media | PR | Photographic Services

Social Media Guideline - Historic Racing South Africa

The concept behind and fundamental principle of Social Media is the ***sharing of information***. From this stems the basis of the statistics function and the significant value thereof. In order for us to ensure accurate statistic gathering and translation thereof, there are a few vital points to consider and abide by in order for us to declare a specific campaign successful. These statistics are also a fundamental tool in which to give **sponsors feedback** or can be used as a basis for motivation for **new sponsors**.



Please see this guide for what it is. We are in no position to instruct you what to do, and ultimately we know that people will do what they want regardless. We intend to grow and promote the HRSA and the respective categories as much as possible. However, everyone involved in the HRSA can do the same, and by understanding certain things about what we do, will assist us to get the maximum results possible which ultimately is to your benefit.

PLEASE NOTE: RacePics is there to promote HRSA and its sponsors.

Important Information first:

- *Like the Facebook Pages:*
 - <https://www.facebook.com/RacePics.co.za/>
 - <https://www.facebook.com/RacePressSA/>
 - <https://www.facebook.com/HistoricRacingSA/>

Explanation of our procedure and timeline when covering an event:

Every event has a set procedure and schedule that is followed to ensure optimum exposure to all. It is not always possible to give everyone equal exposure as we do have a huge amount of competitors. However, most important are that our sponsors receive all the exposure they deserve.

Before the event:

1. Facebook Profile pic updated a week after the event with “Next Event, Date and Place”.
2. A flyer advertising the event is posted 2 weeks before the event.
3. In the same week there will be an odd post or two for 1 or 2 categories advertising said categories for the upcoming races. These will be categories that might not receive an expansive mention in the newspapers.
4. The Monday before the event will see a “Race Preview” published in The Citizen followed by the same release published late afternoon on the RacePress.co.za website and shared to the RacePressSA Facebook page and re-shared from there. This report is also sent in newsletter format to all subscribed media members.
5. The Tuesday before the event a more intense campaign will start with the first category advertised.
6. On Wednesday before the event the Race Program will be posted, if finalised, in the morning. Another category will be advertised, either in the afternoon and or in the evening.
7. On Thursday the list of entries will be posted if available. (At Zwartkops this info is readily available, but we battle to get this info at some of the tracks!). The final category will be advertised in the morning.
8. On Friday only special announcements or info that needs to be shared will be posted. Such as updates to the Race Programme, etc.

During the event:

1. Facebook posts of Race Results per race category and a photo of a race car or something that stood out. Please note that sometimes there are protests or appeals lodged and we mostly wait for the outcome before posting the final result.
2. Also, note that we only post the Race Results and not overall results at this point in time.
3. Prize Giving photographs: Ask family members and friends **NOT** to take photos during the prize giving ceremony. More about this later.

After the event:

1. Sunday after the event Paul Blackburn will post a pic or two in his “Favourites of the Year” to keep attention focussed from followers and fans. During the Sunday all the various press releases are prepared, and images supplied to all the paper publications that require them. That includes The Citizen.
2. Monday after the event will have the Race Report published in The Citizen. The afternoon will see this Race Report published on RacePress.co.za website and shared to the RacePressSA Facebook page and re-shared from there. This report is also sent in newsletter format to all subscribed media members. The report is also published on the HRSA website.
3. Tuesday through Thursday mornings will see the photo albums of specific categories and a short story with overall results for the day. They are rotated on the basis of who was posted last previously and will be first at the next event.
4. Thereafter the **Prize Giving** and **People & Pits** selected photographs will be uploaded to the respective albums as to ensure an even longer exposure period for all these albums. We want to bring people back to come have another look at the pics and ready them for the next upcoming event promotion.
5. A week after the event the full photo galleries will be uploaded to the websites. At this point you are welcome to either share those images from the website or download and post them to your profiles.

A few Golden Rules to ensure Exposure for ALL

- **See it - Like it! Share it!**

The moment you see a post “*Like*” it. After that you also need to “*Share*” it to your timeline. You only need share an album once. And write something like “Pics from our racing.. blah blah blah”. Flyers, promotional posts etc. should also be shared. The more you share, the more exposure the series gets and potentially increases your own exposure when an image of you and your racing machine appears in the albums. Use the hashtags: #HRSA #HistoricRacingSA #SPONSOR (Historic Saloons = #MarlboroCraneHire, Historic Pursuit = #CharliesSuperSpar. You can also add hashtags such as: #YOURSPONSOR #YOURRACENUMBER

- **Don't be selfish - Do not download content and post on your own profile/timeline**

Never download a photo or flyer from Facebook to your computer and post it to your own Facebook profile or timeline or any group for that matter. By doing so, you are neutralising any and all exposure to the club and their respective sponsors. You might think it to be a great accomplishment with the 20 odd likes you get, but you have basically just denied yourself the exposure to an average of 10 000 people that view an album on our Facebook pages. By simply sharing a photo and saying something about it, you will be leading any potential new fans (even potential sponsors) back to the club Facebook page. You will also be giving yourself, your sponsors and your fellow racers and their sponsors 10 times the exposure! The same applies to race reports.

- **Stop using photos from other photographers, especially people NOT accredited with MSA!**

Some might think this is about ego and exposure of an individual or us as a team. And we really do understand you wish more exposure to yourself and your own sponsors. But honestly, you are not doing yourself any favours by sharing photographs that do not contain the correct branding of sponsors and your racing category. Special care is taken when we compile the Social Media albums to ensure it is always high quality, clear photographs. You need to understand at this point there is a much bigger picture involved than just you, and you also need to realise that the primary sponsors and their wishes need to be respected. **Please do not** contradict and counter all the hard work we do to promote you and the club and flood Social Media with all the incomplete or wrong messages. If you really need a photograph or two that you do not see in the respective albums then contact us, and we will upload such images to the album. It also carries more weight/credibility when people see professional photographs of you racing amongst others, and there is proper branding on such pictures. Guaranteed, your sponsors will like this more than a bad quality and unbranded photograph!

- **Prize Giving**

To some, this is a very special moment, especially if you are not one to receive a trophy frequently. It is therefore of the utmost importance that we get this photograph as perfect and real as possible. And if you do win many trophies, then please respect your fellow racer winning his/her first trophy!

Always attend Prize Giving. So many photographs are taken where some of the trophy winners already left before prize giving. We need to celebrate each other's accomplishments. All racers invest a lot of money to go racing, not only you. Please respect their efforts as well.

Please, under no circumstances may others (family and friends) attempt to take any photographs during the Prize Giving function. This leads to some of the guys looking at our camera and others looking at the other camera. You will have your prize giving photograph published, guaranteed. See above procedure for when this happens.

No cellphone images at the prize giving ceremony. They are bad quality! You are not doing yourself any favour, nor the fellow racers' individual sponsors. As stated before, the official photos will be published.

At all times look into the camera and smile. People want to see how happy you are with your great accomplishment! Please don't spoil the photograph for others. Joking and funny photos are always welcome. We are there to have fun after all! We will be sure to take another photo also to have a proper posed photograph.

Where there is a 1st, 2nd and 3rd place only one photograph will be taken of the three persons together. The only single photographs will be if there are only trophies for first place.

If you would like someone special in your photograph, like a sponsor, a husband or wife or kids, by all means bring them with and we will take that photograph for you. We really don't mind!

- **Pits and People**

At most events we try to have someone in the pits looking for those magic moments. When you see our photographer you are most welcome to ask them to get a photo of you and/or a group of people, or with you in your racing gear or you at your racing machine. Anything you can think of is possible. Ask and discuss with us please. Team RacePics is there to cover you, your team and the event.

We truly hope this clarifies any uncertainties. Rest assured our only motive is to ensure, you, the club and the various sponsors look at their best at all times. A lot of money is invested in motorsport, and it is of the utmost importance that it is respected at all times.

Let's start by only putting our best foot forward and ensure consistency in how we are portrayed and viewed by our fans. Who knows, by doing so we might entice new competitors into joining or motivate new sponsors coming on board because they want to be part of this **club**!

For any enquiries, photographs or media reports on the **HRSA** feel free to contact:

Paul Blackburn on **082 900 6443** or media@racepics.co.za

