



# **Social Media Policy**

## **Purpose**

This policy sets out Whitwood Golf Club's expectations on the use of social media websites.

## **Objectives**

To ensure Whitwood Golf Club Members understand the guiding principles and terms of use of social media websites and to encourage the development of an understanding of both the benefits and constraints in using social media.

## **Guiding Principle**

When any individual identifies their association with Whitwood Golf Club they are expected to behave appropriately, in ways that are consistent with Whitwood Golf Club values and policies.

## **Background**

The Internet provides many opportunities to communicate with other individuals, other Members and the community. Social media websites provide the opportunity for Members to promote the community of Members and Club activities. Members should be aware that the use of these websites can also be abused and potentially damage the reputation of Whitwood Golf Club and in extreme cases result in legal proceedings.

The web is not anonymous. Users of social media websites should assume that any comments made by them will be able to be traced back to them as individuals or to the organization in general. When using social websites, Members need to make a clear distinction between their activities as a Member and their personal activities undertaken outside of Whitwood Golf Club.

The Internet is a fast moving technology and it is impossible to cover all circumstances. This policy aims to provide guiding principles to help to exercise good judgment as well as providing specific detail on behaviour that must not be undertaken.

## Scope

This policy covers all forms of social media and applies to Whitwood Golf Club Members. It does not apply to personal use of social media websites when the Member:

- Is not identifiable as a Member of Whitwood Golf Club;
- Makes no reference to Whitwood Golf Club or issues relating to Whitwood Golf Club

## Definitions

- Whitwood Golf Club Members: Volunteers, employees and any individual authorized to represent the Club.
- Use of social media websites: Any online activity where information is shared by an individual that might affect Members or Whitwood Golf Club.

It includes but is not limited to activities such as:

- o Maintaining a profile page on one of the social or business networking sites (like LinkedIn, Facebook, Twitter or Myspace);
- o Commenting on blog sites for personal or business reasons;
- o Leaving product or service reviews on retailer sites, or customer review sites;
- o Taking part in online votes and polls;
- o Taking part in conversations on public and private web forums such as message boards; or o Editing a Wikipedia page.

## Usage

All current responsibilities of Whitwood Golf Club Members remain in force when using social media websites.

### **Online activity:**

- Must not be used as a formal correspondence to the Club Committee or Management. Note: Inappropriate correspondences will be removed. The Club Committee and Management will not reply using social media.
- Must not interfere with club operational commitments;
- Must not contain or link to libellous, defamatory or harassing content, including by way of examples, illustration or use of nicknames;
- Must not contain or link to pornographic or indecent content;

- Must not comment on or publish information that is confidential or proprietary to Whitwood Golf Club or its affiliates;
- Must not bring the organization into disrepute. Members may not use the Whitwood Golf Club brand to endorse or promote any product, opinion, cause or political candidate. It must be abundantly clear to any other user that any opinions expressed by a member are personal opinions only and do not represent the views of Whitwood Golf Club;

## **Official Whitwood Golf Club blogs, social pages and online forums**

When using official Whitwood Golf Club blogs, social pages and online forums, please be aware:

- Posts must not contain or link to pornographic or indecent content;
- Whitwood Golf Club has the right to remove any content;
- Members must not use Whitwood Golf Club online pages to promote personal projects or opinions; and
- All materials published or used must respect the copyright of third parties.

## **Consideration towards other Members when using Social Networking sites**

Social media websites allow photographs, videos and comments to be shared with other users. It is not appropriate to share club-related information in unauthorized social media forums without approval from the Club Manager.

Members must be considerate to other Members, Staff and Club and must remove information about a Member or the Club when requested by the Member or the Club.

**Under no circumstance** should offensive comments be made about Whitwood Golf Club, Members and Staff online.

This is deemed to be a disciplinary matter.

## **Friends and Connections**

Members are encouraged to use their best judgment in deciding if or at what level they want to connect with other Members on social media websites. Whitwood Golf Club will support Member decisions to keep online relationships strictly professional.

## **Breach of Policy**

A breach of this policy may result in disciplinary action as outlined in the Club's Member Disciplinary Policy.