**Helsby Golf Club Social Media Policy.**

**1. Introduction**

Helsby Golf Club is committed to enhancing our communication with members, potential members, and the local community through social media with a view to increasing awareness of the clubs’ brand, services, and facilities.

**2. Definitions**

2.1 ‘Club’

Helsby Golf Club

2.2 ‘Social Media’

For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook, Instagram and LinkedIn. Social media also covers blogs and video - and image-sharing websites such as YouTube and Flickr. Contributors should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area, and should follow these guidelines in relation to any social media that they use.

2.3 ‘Contributors’

For the purposes of this policy, ‘Contributors’ are people who actively engage in creating, posting, and managing social media content, and include: Employees, Directors, Officers, Retained contractors (e.g. Professional, Catering Staff), Committee Members, and other Members who are authorized to access and post material to official Helsby Golf Club sites.

**3. Use of social media – Club Official Accounts**

The Club encourages its Contributors to make reasonable and appropriate use of social media websites as part of their activities in support of the Club. It is an important part of how the club communicates with its members and the general public to promote its activities and benefits.

Contributors may support the organisation's social media activities, for example by writing for our blogs/managing a Facebook account/running an official Twitter account for the club.

Contributors must be aware at all times that when posting any content that they are representing the Club. Contributors should use the same safeguards as they would with any other form of communication about the club in the public sphere and must adhere to the following rules.

* making sure that the communication has a purpose and a benefit for the organisation;
* obtaining permission from the secretary or a Director before embarking on a public campaign using social media; and
* getting a colleague to check the content before it is published.

Any communications that Contributor make through social media must not:

* bring the club into disrepute, for example by:
  + - criticising or arguing with members, colleagues or rivals;
    - making defamatory comments about individuals or other organisations or groups; or
    - posting images that are inappropriate or could damage the Clubs reputation or links to inappropriate content;
* breach confidentiality, for example by:
  + - revealing trade secrets or information owned by the Club
    - giving away confidential information about an individual (such as a colleague or member contact) or organisation (such as a rival business); or
    - discussing the club’s internal workings (such as its financial performance, deals that it is doing with a supplier, or its future business plans that have not been communicated to the public);
* breach copyright, for example by:
  + - using someone else's images or written content without permission;
    - failing to give acknowledgement where permission has been given to reproduce something; or
* do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  + - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
    - using social media to bully another individual (such as an employee of the organisation); or
    - posting images that are discriminatory or offensive [or links to such content].

**4. social media in your personal life**

4.1 Employees

The club recognises that employees make use of social media in a personal capacity. While they are not acting on behalf of the organisation, employees must be aware that they can damage the club if they are recognised as being one of our employees.

Employees are allowed to say that they work for the organisation, which recognises that it is natural for its staff sometimes to want to discuss their work on social media. However, the employee's online profile (for example, the name of a blog or a Twitter name) must not contain the club’s name.

If employees do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the club operates), they must include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer."

Any communications that employees make in a personal capacity through social media must not:

* bring the organisation into disrepute, for example by:
  + - criticising or arguing with members, colleagues or rivals;
    - making defamatory comments about individuals or other organisations or groups; or
    - posting images that are inappropriate or links to inappropriate content;
* breach confidentiality, for example by:
  + - revealing trade secrets or information owned by the organisation;
    - giving away confidential information about an individual (such as a colleague or customer contact) or organisation (such as a rival business); or
    - discussing the organisation's internal workings (such as deals that it is doing with a [customer/client] or its future business plans that have not been communicated to the public);
* breach copyright, for example by:
  + - using someone else's images or written content without permission;
    - failing to give acknowledgement where permission has been given to reproduce something; or
* do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  + - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age;
    - using social media to bully another individual (such as an employee of the organisation); or
    - posting images that are discriminatory or offensive [or links to such content].

4.2 Members

We encourage members to follow our social media sites and share club related content within their personal social networks. Members may like to comment or express their personal thoughts on updates or posts on all Social media sites but are asked to adhere to the following conditions of use; When associating yourself with the Club social media sites you may not:

• Post photos that may compromised the professionalism and reputation of the club

• Use hostile or defamatory language

• Disclose private or confidential information about the club, it’s members, guests, suppliers or employees

• Pass judgement on other golf clubs or associations

• Make any comments about the Club’s employees that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010

• When a member discloses that they are attached to the Club they must ensure that views expressed are theirs alone and do not represent the views of the Club. When associating yourself with the Club’s social media sites, you are expected to contact the club immediately if there is any information that may be perceived as defamatory or contentious to the Club. If in doubt contact the office for advice. The club maintains the right to monitor club related member activity in social networks and reserves the right to remove any information not comply with the above conditions of use.

**5. Disciplinary action over social media use**

All employees and members are required to adhere to this policy.

Employees should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the organisation, may constitute gross misconduct and lead to summary dismissal.

If the Board receives a written complaint that any Member is using a social media site in an inappropriate manner, to the detriment of the club or another Member, the Disciplinary Policy will be followed.

**6. Board Members Responsibilities**

All Board members have a duty to implement this policy and act if they become aware of any breach of this policy and should explain the club’s policy on the use of social media and networking sites and take steps to promote awareness of this policy. To be reviewed annually