**Burnley Golf Club - Social Media Policy**

1. **Purpose:**

Burnley Golf Club’s Social Media Policy is intended to provide members with support and guidance in the appropriate use of Social Media in respect of Burnley Golf Club.

1. **Scope:**

Social media is any type of interactive online media that allows parties to communicate with each other or share data in a public forum, such as Facebook, Twitter, Instagram, blogs and YouTube.

Whilst this policy refers to the social media pages that have been set up and managed by Burnley Golf Club, members are requested to pay regard to its guidance when posting about Burnley Golf Club on their own Social Media pages.

1. **Responsibility**

The social media pages at Burnley Golf Club are managed by the Social Media Group (SMG), a sub group of the Marketing and Business Development Committee. They can be contacted at: socialmedia@burnleygolfclub.com.

1. **Social Media at Burnley Golf Club**

These are the current social mediums actively used at Burnley Golf Club:

* 1. **Facebook – Burnley Golf Clubs Members’ Group:**

This is closed group, visible only to members accepted onto the group. Membership is restricted to Golfing and Social members and employees of Burnley Golf Club and Individuals need to apply for inclusion. Its purpose is to allow Burnley Golf Club and its members to share information and events to keep members up to date. It also serves as a forum for members to share information and photographs, discuss issues related to the club, share success stories for club members etc.

* 1. **Facebook – Burnley Golf Club Open Page:**

This is an open page, visible to anyone on Facebook. Its purpose is to promote Burnley Golf Club and its facilities to attract new members and visitors by posting good news stories, reviews, attractive photo, events etc. This is our ‘window to the world’ and as such it is vital that all posts reflect our club in a positive light. Members are encouraged to share posts and request ‘likes’ from friends to widen the circulation.

* 1. **Twitter – @burnleygolfclub:**

This is an open page, visible to anyone on Twitter. Its purpose is to share immediate information with members and to showcase the course to potential members and visitors. Twitter feeds can be accessed via our website: [www.burnleygolfclub.com](http://www.burnleygolfclub.com)

* 1. **Instagram - #burnley\_golfclub:**

This is an open page, visible to anyone on Instagram. It is an image-based page and its purpose is similar to the open Facebook page above.

* 1. **TripAdvisor – Burnley Golf Club:**

This is an open page, visible to anyone using TripAdvisor. Its purpose is to provide information to visitors to the area who may want to golf and for users who may be looking to book the clubhouse for an event.

Members are requested to encourage positive reviews from visitors and friends via the listed social media sites to ensure that Burnley Golf Club is promoted in a positive way. Any information, photographs, competition results or good news stories to promote our club can be sent to: socialmedia@burnleygolfclub.com for onward circulation.

1. **Guidance to Members and Employees:**

The following is intended as guidance to members and employees of their responsibilities when using any of the Club’s social media pages. If you have any doubts, please contact the Honorary Secretary to discuss.

* 1. **Use of Social Media Pages**: Please consider ‘the wider audience’ when using any of the Club’s social media pages. It is expected that members and employees will use good judgement when posting information and comments.
	2. **Copyright:** It is important that members give credit for any information/photos they post, in line with copyright law.
	3. **Confidentiality and Proprietary information:** As most of the Club’s social media pages are open, members and employees are requested not to share any information that is private to the club. This could mean agreements with visitors, future business plans, members’ personal details, membership fees etc.
	4. **Appropriate Language and Behaviour:**  Members and employees are asked to refrain from making offensive or derogatory comments, not to discriminate or incite others to discriminate, on the ground of age, disability, gender, race, religion, or sexual orientation.
	5. **Subject Matter**: There are many important and useful topics which can be discussed on social media pages. Members and employees are asked not use these pages to discuss their own personal situation or disagreements in relation to the management of Burnley Golf Club. These issues can be discussed with the President, Captain or Honorary Secretary at any time.
	6. **Reporting Posts:**  If a member feels that a post on any of the Club’s social media pages does not meet any of these standards, they are requested to report this to the Honorary Secretary in the first instance.
1. **Conclusion of Membership:**

Burnley Golf Club will remove access to any closed social media platforms when membership or employment of the club ends.

1. **Review:**

This policy is subject to regular review and amendment.