

## **Social Media Policy – Craddockstown Golf Club**

Craddockstown Golf Club uses Social Media to enhance our Marketing strategy as well as being a key component of our Communications plan. Social media and networking websites are a regular part of everyday life and many people enjoy membership of such sites. However, we, as a club are also aware that these sites can become negative and care must be taken not to breach our confidentiality Policy or offend members, visitors, or suppliers, when using these services.

- For the purposes of this Policy document, social media is any type of interactive online media that allows parties to communicate 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.
- Members should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Our club members should follow these guidelines in relation to any social media that they use.
- The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this Policy. Where no Policy or guidelines exist, members must use their judgement as to what is and what is not appropriate use or comment on such sites. Members should consult with the Club Committee if they are uncertain.

### **MAKING DEFAMATORY OR DEROGATORY COMMENTS**

Members must **not**:

- Make derogatory comments about Craddockstown Golf Club, facilities, the golf course, golf club staff or other members via social media.
- Breach confidentiality, for example by: –  
Giving away any information related to members of Craddockstown Golf Club's. Details such as but not limited to, personal details, membership fees.  
Discussing Craddockstown Golf Club's business affairs or its future business plans that are not in the public domain
- Breach copyright, for example by: –  
Using someone else's images or written content without permission; or  
Failing to give acknowledgement where permission has been given to reproduce something.  
Craddockstown Golf Club's logos and trademarks may not be used without written consent.
- Do anything that could be considered discriminatory against, or bullying or harassment of, any member, for example, by: –

Making offensive or derogatory comments or discriminating or inciting others to discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation

Using social media to bully another a member of the Craddockstown Golf Club or a supplier, distributor or customer/client); or

Posting images that are discriminatory or offensive or links to such content

All members should bear in mind that information they share through social networking applications, even if they are on private spaces are still subject to copyright, data protection and freedom of information and other legislation.

**If you believe** that there has been an offensive comment made about Craddockstown Golf Club, another member, a visitor or a supplier/customer then you must report this to the **Honorary Secretary** immediately. If you think that a member is being bullied or someone (another member of Craddockstown Golf Club, or a visitor) has posted a comment that offends/upsets you then you must report this to the Honorary Secretary as soon as possible and the matter will be investigated.

If you make a complaint that you know to be untrue, or give evidence that you know to be untrue, this may lead to disciplinary action being taken against you.

#### **WHEN USING SOCIAL MEDIA IN YOUR PERSONAL LIFE MEMBERS SHOULD ENDEAVOUR TO APPLY BEST PRACTICE IN ALL SCENARIOS BY: –**

Ensuring the privacy settings on their profiles are set so that only people they have accepted as friends can see their content

Regularly reviewing who is on their 'friends list' on their personal profile.

Ensuring personal blogs have clear disclaimers to the effect that the views expressed by the author are theirs alone and do not represent the views of Craddockstown Golf Club

Making it clear that they are speaking for themselves and not on behalf of Craddockstown Golf Club

Ensuring information published on the Internet complies with Craddockstown Golf Club's confidentiality and data protection policies

#### **USE OF OFFICIAL ACCOUNTS**

The Golf Club operates a number of accounts on social media websites for the promotion (both paid or organic) of activities and events, and as a method of communication to members, visitors and suppliers.

The following outlines the limits of their use: –

- An official account on any social media website may only be set-up with written consent from the **Honorary Secretary**
- Only authorised members may use these accounts to post online and access to the account should be strictly limited
- All information published on the Internet must comply with Craddockstown Golf Club's confidentiality and data protection policies.
- Copyright laws must be respected, with references or sources cited appropriately.
- Members may share, retweet and comment on Craddockstown Social Media Platforms in accordance with the guidelines of this policy, failure to do is a potential breach of this Policy and may result in disciplinary action
- Any member who becomes aware of social networking activity that would be deemed distasteful should make a member of the Committee of Management aware as soon as possible.
- All members using official accounts must adhere to the above guidelines; breach of this Policy may result in disciplinary action up to and including dismissal.

NOTE: Any media enquiries must be referred to the Club Office in the first instance.

#### ON TERMINATION OF MEMBERSHIP

On termination of membership, howsoever caused. If a member has access to any social media account on behalf of the Golf Club they must give up all paperwork and passwords relevant to the site and agree not to make any further posts or comment in respect of any matter pertaining either to their personal situation or to the running of Craddockstown Golf Club.