

THE WHITECRAIGS GOLF CLUB

SOCIAL MEDIA POLICY

SCOPE

This policy applies to all members of **THE WHITECRAIGS GOLF CLUB** ("the Club") and to all uses of social media.

It is a condition of membership that members will abide by the rules and policies made by the Club from time to time, of which this document forms part.

PURPOSE

This policy aims to ensure that the Club is not exposed to legal and governance risks through the use of social media, and that its reputation is not adversely affected.

This policy also aims to ensure that members of the Club are protected whilst using social media and feel empowered to contribute positively to collaborative online activity when it supports their role within the Club.

SOCIAL MEDIA DEFINITION

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, MySpace, Bebo, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as writing or commenting on a blog (whether it is your own or the blog of another person), taking part in discussions on web forums or message boards or even taking part in online polls. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. This policy applies in relation to any social media that members may use.

OTHER DEFINITIONS

Employees – any full-time, part-time or casual employee of the Club.

Contractors - including, but not restricted to, any third-party companies or individuals engaged by the Club to carry out works or services on Club property.

Customers - including, but not restricted to, other golf clubs in the locale or with whom the Club has friendly or competitive matches, sponsors, corporate bodies and individuals using the Club and its facilities by invitation or contract. The term "Customers" is also taken to include guests of the Club, whether invited by the Club or by a member.

Suppliers – including, but not restricted to, any third-party providers of equipment, goods, materials, foodstuffs or the like to the Club.

USE OF SOCIAL MEDIA BY MEMBERS

The Club permits members to make reasonable and appropriate use of social media websites or to keep a blog using their own computers or devices, such as laptops and hand-held devices.

Members may also contribute to the Club's own social media activities during normal working hours, for example by contributing match reports, managing any social media account or running an official Twitter account for the Club. Members must always be aware that they are representing the Club and must ensure that they act responsibly and not bring the Club into disrepute.

The lines between public and private communications can become blurred, so members should assume that everything written is permanent and can be viewed by anyone at anytime. Also assume that everything is capable of being traced back to a member, the Club and its Employees, Customers, Contractors and Suppliers.

Any content which raises a safeguarding concern must be reported to the Safeguarding Officer in line with the reporting procedures, as outlined in the Club's Child Protection Policy.

THE CLUB'S SOCIAL MEDIA ACTIVITIES

Where members are authorised to contribute to the Club's own social media activities, for example for marketing and promotional purposes, they must adhere to the following rules:

- Use the same safeguards as they would with any other type of communication about the Club that is in the public domain.
- Ensure that any communication has a purpose and a benefit for the Club.
- Obtain permission from the Club Manager and/or Committee of Management before embarking on a public campaign using social media.
- Request that Club Manager and/or Committee of Management check and approve content before it is published online.
- Follow any additional guidelines given by the Club from time to time.

The social media rules set out below also apply as appropriate.

SOCIAL MEDIA RULES

The Club recognises that many members make use of social media in a personal capacity. While they are not acting on behalf of the Club in these circumstances, members must be aware that they can still cause reputational damage to the Club if they are recognised online as being one of its members. Therefore, it is important that the Club has strict social media rules in place to protect its position.

When logging on to and using social media websites and blogs at any time, members must not:

- Other than in relation to the Club's own social media activities or other than where expressly permitted by the Club on defined networking websites such as LinkedIn, write recommendations about previous or current members and they must also ensure that

any personal views expressed are clearly stated to be theirs alone and do not represent those of the Club.

- Conduct themselves in a way that is potentially detrimental to the Club or brings the Club or its Employees, Customers, Contractors or Suppliers into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.
- Other than in relation to the Club's own social media activities or other than where expressly permitted by the Club on networking websites such as LinkedIn, provide any link to the company's website.
- Allow their interaction on social media websites and blogs to damage working relationships with or between members and Employees, Customers, Contractors or Suppliers of the Club for example by criticising or arguing with such persons.
- Include personal information or data about the Club's members, Employees, Customers, Contractors or Suppliers without their express consent (a member may still be legally liable even if Employees, Customers, Contractors or Suppliers are not expressly named in the websites or blogs as long as the Club reasonably believes that they are identifiable) - this could constitute a breach of the Data Protection Act 2018 which is a criminal offence.
- Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about the Club, its Employees, Customers, Contractors or Suppliers (a member may still be legally liable even if Employees, Contractors or Suppliers are not expressly named in the websites or blogs as long as the Club reasonably believes that they are identifiable).
- Make any comments about Club members that could constitute unlawful discrimination, harassment, or cyber-bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory, or which may constitute unlawful harassment or cyber-bullying. Members can be personally liable for their actions under the legislation.
- Disclose confidential, proprietary or sensitive information belonging to the Club, its members, Employees, Customers, Contractors or Suppliers or any information which could be used by one or more of the Club's competitors, for example but not limited to information about the Club's work, its products and services, developments, deals that it is doing or future business plans and matters relating to employee morale.
- Breach copyright or any other proprietary interest belonging to the Club, for example using someone else's images or written consent without permission or failing to give acknowledgement where permission has been given to reproduce particular work – if members wish to post images, photographs or videos of their fellow members, or Employees, Customers, Contractors or Suppliers on their online profile, they should first obtain the other party's express written permission to do so.

Members must remove any offending content immediately if they are asked to do so by the Club.

Members should remember that social media websites are public fora, even if they have set their account privacy settings at a restricted access or 'friends only' level, and therefore they should not assume that their postings on any website will remain private.

If a member is unsure about whether a blog, tweet, post, comment or photo is acceptable, they should always consult the Club Manager and/or Committee of Management.

Members must also be security conscious when using social media websites and should take appropriate steps to protect themselves from identity theft, for example by placing their privacy settings at a high level and restricting the amount of personal information they give out, e.g. date and place of birth. This type of information may form the basis of security questions and/or passwords on other websites, such as online banking.

Should members notice any inaccurate information about the Club online, they should report this to the Club Manager and/or Committee of Management in the first instance.

POLICY ENFORCEMENT

Breaching the terms set out within this policy will result in a demand that the offending content be removed and the member responsible being subject to the Club's Disciplinary Process.

Content published by a member which causes damage to the Club or its members, Employees, Contractors, Customers, Suppliers may lead to the member responsible being subject to the Club's Disciplinary Process.

REVIEW

This policy will be subject to regular review and amendment. Members will be informed of any changes to this policy by email.