

SOCIAL MEDIA POLICY v2

Heaton Moor Golf Club Ltd

Linked to: Disciplinary Policy, Equality & Diversity Policy, Confidentiality Policy, Data Protection Policy

INTRODUCTION

Heaton Moor Golf Club is committed to enhancing our communication with members and potential members through social media with a view to increasing awareness of the clubs' brand, services, facilities and to facilitate positive communication.

For this policy, 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. Social media also covers blogs, social forums, video and image sharing websites and messaging platforms.

CONDITIONS OF USE

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 Heaton Moor Golf 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 or members that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or the Club's Equality & Diversity Policy
- When a member discloses that they are attached to HMGC they must ensure that views expressed are theirs alone and do not represent the views of HMGC

When associating yourself with Heaton Moor Golf 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 Heaton Moor Golf 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 complying with the above conditions of use.

OFFICAL CLUB RELATED CONTENT

Members must not use any HMGC logo or other copyright material that infers official endorsement of a photograph, article, document or opinion.

HARRASSMENT, BULLYING OR VICTIMISATION

Please show respect to the online community and members as you would if you were in the same room, conducting yourself in a professional manner and respecting the views and opinions of others. If you are a member who believes that you are being harassed, bullied or victimised because of another member's post to an internet site or social media platform, it is open to you to take the necessary action. We recommend that you take screen prints of any such posts as evidence, in case they are later deleted. Members should contact the Office or a Board member for support and guidance on action that can be taken.

DISCIPLINARY ACTION

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

USE OF OFFICIAL ACCOUNTS

An official account on any social media website may only be set-up with written consent from the Board of Directors. 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 HMGC confidentiality and data protection policies.

The Do's

- Use an appropriate and professional tone
- Be respectful to all parties
- Ensure you have permission to 'share' other people materials and acknowledge the author
- Think before responding to comments and, when in doubt, get a second opinion

The Don'ts

- Don't make comments, post content or link to materials that will bring the club into disrepute
- Don't publish confidential or commercially sensitive material
- Don't breach copyright, data protection or other relevant legislation
- Don't link to, embed or add potentially inappropriate content
- Don't post derogatory, defamatory, offensive, harassing or discriminatory content
- Don't use social media to air internal grievances

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.