

Minchinhampton Golf Club Social Media Policy

Social media guidelines for staff, members, guests & visitors at Minchinhampton Old & New Golf Club

Social media refers to digital channels used to share views, video, experiences, comments and so forth. Some of these sites are also called 'social networks'. The most common social media platforms are, but not exclusively, [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#) and [Flickr](#).

The following guidelines aim to encourage good practice in the responsible use of social media when communicating on one of the Clubs official social media channels, commenting on Club matters through the use of other channels or posting any comments or photographs of individuals without their prior consent. While acknowledging the right of freedom of expression, the Club has an obligation to protect the reputation of both individual members of staff, members and any other users of the club as well as the institution as a whole.

These guidelines apply to activities undertaken by staff on sites run by third party providers and to webpages hosted by the Minchinhampton Golf Club.

Guidelines

The Club reserves the right to take appropriate action if individuals publish content that does not adhere to the content of this document. There is also a separate note concerning the use of personal/unofficial channels. Members of staff and individuals are reminded that they are expected to operate within both the law and the Club policy framework in their interactions with social media just as much as in all other aspects of their working life.

What to do, and what to avoid

These apply to all those using the Club's official social media channels.

Staff should...

- Use social media where it offers real value to members/customers, colleagues or clients;
- Only offer advice, support or comment on topics that are within their area of expertise or responsibility as a Club employee;
- Be aware of the varied nature of their potential readership –which may include potential, current or past members, colleagues or business partners;
- Be transparent - make sure that their official channel is obviously official, and that readers/correspondents are in no doubt that the author of the content is an employee of the Club;
- Keep work and personal/official social media accounts and profiles separate;
- Manage login and account information responsibly. Whilst there will need to be different models for different sites and teams, share team account information where appropriate and keep individual account information private;

Where applicable these points apply to members, guests and visitors.

Personal and unofficial channels

The Club has no reason to be interested in unofficial/personal social media activity that does not mention Minchinhampton Golf Club.

However, comments made by staff or individuals concerning Club activities or business using their unofficial/personal social media channels may be considered subject to the guidelines above for official channels particularly if:

- It is clearly identified as being a member of Minchinhampton Golf Club in the conversation, channel title or their profile information;
- Any claims are made to be speaking in a professional capacity or on behalf of the Club;
- Good judgement is exercised when entering any debates or offering opinions on 3rd party sites - be restrained when interacting with, and responding to, potentially contentious posts on social media sites;
- Effective precautions are taken when utilising social networking sites to ensure their own personal safety and to protect against identity theft;

In general, on unofficial/personal channels:

- Please do not use the Club's name, logos or branding elements in the name, avatar/picture, or profile information of your channel;
- If you wish to make it known that you are a Club employee or member, where appropriate use a disclaimer such as 'the views contained here are my personal views and do not represent the views of Minchinhampton Golf Club'.

Staff & Members should...

Staff should avoid publishing material:

- That is liable to cause offence, including photographic material or abusive language;
- That could be described as harassment or bullying;
- That could be considered defamatory;
- That breaches copyright;
- That discriminates on the grounds of race, gender, disability, sexual orientation, age, marital status, political or religious belief;
- That reveals information which is confidential to the Club or which is not in the public domain – staff should consult their manager if they are unsure;
- That reveals personal information about a Club member of staff, student, client or customer (data, contact details or photographs) without their permission;
- That damages the reputation of the Club – staff should consult their manager if they are unsure whether content is appropriate.

Where applicable these points apply to members, guests and visitors.

Any breaches of this policy which are brought to the attention of the Club, will be referred to the Risk Committee Chair or his deputy to decide what action, if any, needs to be taken. A record will be kept of any referrals and action taken.

This policy is effective from July 2017