

Letham Grange Golf Club - Social Media Policy

1) Introduction

- a) The Letham Grange Golf Club realises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of such sites. However, we 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.
- b) For the purposes of this Policy, social media is any type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs, and video-and-image-sharing websites such as YouTube and Flickr.
- c) 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. Members should follow these guidelines in relation to any social media that they use.
- d) 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 judgment 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.

2) MAKING DEFAMATORY OR DEROGATORY COMMENTS

Members must not make derogatory comments about Letham Grange Golf Club, the golf course, golf club staff or Members via social media.

- a) Breach confidentiality, for example by: -
 - i) Giving away any information related to members of Letham Grange Golf Club's. Details such as but not limited to, personal details, membership fees.
 - ii) Discussing Letham Grange Golf Club's internal workings (such as deals that it is doing with a member/visitor/supplier) or its future business plans that are not public knowledge
- b) Breach copyright, for example by: -
 - i) Using someone else's images or written content without permission; or
 - ii) Failing to give acknowledgement where permission has been given to reproduce something.
 - iii) The Letham Grange Golf Club's logos and trademarks may not be used without written consent.
- c) Do anything that could be considered discriminatory against, or bullying or harassment of, any member, for example, by: -
 - i) 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
 - ii) Using social media to bully another a member of the Letham Grange Golf Club or a supplier, distributor or customer/client); or
 - iii) Posting images that are discriminatory or offensive or links to such content
- d) 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.
- e) If you believe that there has been an offensive comment made about Letham Grange 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 Letham Grange 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.
- f) 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.

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3) WHEN USING SOCIAL MEDIA IN YOUR PERSONAL LIFE MEMBERS SHOULD: -

- a) Ensure the privacy settings on their profiles are set so that only people they have accepted as friends can see their content
- b) Regularly review who is on their 'friends list' on their personal profile.
- c) Ensure 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 the Letham Grange Golf Club
- d) Make it clear that they are speaking for themselves and not on behalf of Letham Grange Golf Club
- e) Ensure information published on the Internet complies with Letham Grange Golf Club's confidentiality and data protection policies

4) USE OF OFFICIAL ACCOUNTS

The Letham Grange Golf Club operates a number of accounts on social media websites for the promotion of activities and events, and as a communication method.

The following outlines the limits of their use: -

- a) An official account on any social media website may only be set-up with written consent from the management committee.
- b) Only authorised members may use these accounts to post online and access to the account should be strictly limited.
- c) All information published on the Internet must comply with the Letham Grange Golf Club's confidentiality and data protection policies.
- d) Copyright laws must be respected, with references or sources cited appropriately.
- e) Any member who becomes aware of social networking activity that would be deemed distasteful should make a member of the management committee 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 Secretary in the first instance.

5) ON TERMINATION OF MEMBERSHIP

On termination of membership, howsoever caused. If a member has access to any social media account on behalf of Letham Grange 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 Letham Grange Golf Club.