



Social Media Policy

Lees Hall Golf Club

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Version Control

Version	Date	Author	Approver
Version 1	1 st December 2021	Joanne Rollitt	Andrew Hague
Version 2	28 th February 2023	Peter Ledger	Martin Hoyland

DOCUMENT PURPOSE

This document sets out the policy for social media use and encourages 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 Lees Hall Golf Club Ltd (Lees Hall GC or Club) has an obligation to protect the reputation of individual members of staff, members and any other users of the Club as well as the institution as a whole.

DOCUMENT SCOPE

This document sets out the Social Media Policy for employees, contractors, members, guests and visitors of Lees Hall GC.

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, Instagram, WhatsApp and LinkedIn. Social media also covers blogs, and video-and-image-sharing websites such as YouTube, TikTok and Flickr.

There are many more examples of social media than can be listed here and this is a constantly changing area. This policy must be followed 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, everyone concerned must use their judgment as to what is and what is not appropriate use or comment on such sites. Members, employees and Artisans should consult with the Club Committee if they are uncertain.

1. THIRD PARTY PROVIDERS AND LEES HALL GC WEBPAGES

This section applies to activities undertaken on sites run by third party providers and to the Lees Hall Golf Club webpages.

The Club reserves the right to take appropriate action if individuals publish content that does not adhere to the content of this document. 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 life.

What to do, and what to avoid

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

- 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;
- 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 readers/correspondents are in no doubt that the author of the content is acting on behalf of the Club;
- keep work and personal/official social media accounts and profiles separate.

2. PERSONAL AND UNOFFICIAL CHANNELS

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

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

- It is clearly identified as being a member of Lees Hall GC 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:-

- 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 member, where appropriate use a disclaimer such as 'the views contained here are my personal views and do not represent the views of Lees Hall Golf Club'.

Members must not publish material:-

- That is liable to cause offence, including photographic material or abusive language;
- that could be described as harassment or bullying including publication of material as covered by the Equality Act 2010;
- that could be considered defamatory;
- that breaches copyright or any other proprietary interest belonging to the Club including the Club Logo;
- 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;
- that discloses any trade secrets or confidential or sensitive information belonging to the Club, its employees, contractors, suppliers, visitors or members or any information which could be used by one or more of the Club's competitors, for example information about the Club's work, its products and services, technical developments and staff morale;
- that reveals personal information about a Club member of staff, client or customer (data, contact details or photographs) without their permission.

3. GENERAL CONDUCT AND DISCIPLINARY BREACHES

At all times members, guests and visitors must conduct themselves in a way that is not detrimental to the Club or brings the Club into disrepute.

Any breaches of this policy which are brought to the attention of the Club Manager will be referred to the Executive Committee to decide what action, if any, needs to be taken under the scope of the Lees Hall GC Disciplinary Regulations. A record will be kept of any referrals and action taken.