

**LEES HALL GOLF CLUB**  
**Social Media Policy**

Social media guidelines for members, guests and visitors of Lees Hall Golf Club Limited.

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, YouTube, What's App and LinkedIn.

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 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 on sites run by third party providers and to the Lees Hall Golf Club webpages.

**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. 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

## **Personal and Unofficial channels**

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

However, comments made by 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 Lees Hall 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 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 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
- That reveals personal information about a Club member of staff, client or customer (data, contact details or photographs) without their permission
- That damages the reputation of the Club

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. A record will be kept of any referrals and action taken.

This policy is effective from 1 December 2021

Joanne Rollitt– Club Manager for and on behalf of the Executive Committee