

Howley Hall Golf Club Member Social Media Policy



1. Scope

This policy applies to all members of Howley Hall Golf Club ('the Club') and to all uses of social media. For the purpose of this policy "members" includes the guests of members.

2. Purpose

This policy aims to ensure that the Club and members of the Club are not exposed to legal risks through the use of social media and that neither's reputation is adversely affected.

This policy applies to the use of social media for both Club and personal purposes. The policy applies regardless of whether the social media is accessed using the Club's IT facilities and equipment or equipment belonging to members.

3. Social media definition

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, Whatsapp, Instagram, Twitter (X) and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as writing or commenting on a blog (whether it is your own or the blog of another person), taking part in discussions on web forums or message boards or even taking part in online polls. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. This policy applies in relation to any social media that members may use.

4. Use of social media

- 4.1 When using social media members should use the same safeguards as they would with any other type of communication about the Club that is in the public domain.
- 4.2 Members must avoid social communications that might be misconstrued in a way that could damage the Club's reputation, even indirectly.
- 4.3 Members are personally responsible for what they communicate in social media.
- 4.4 Members are not permitted to set up social media accounts for Club purposes without first obtaining permission from the Club.
- 4.5 Members must ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of the Club.
- 4.6 Should a member notice any inaccurate information about the Club online, they should report this to the Secretary Manager immediately.
- 4.7 When using social media members must not conduct themselves in a way that is potentially detrimental to the Club or brings the Club or its employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers into disrepute.
- 4.8 Members must not allow their interactions on social media to damage relationships with or between employees and members of the Club, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers.

- 4.9 Content posted on social media must not include personal information or data about the Club's members, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers without their express consent.
- 4.10 Members must not make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about the Club, its members, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers.
- 4.11 Members must not make any comments the Club or its members, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or post any images or video clips that constitute unlawful discrimination, harassment or bullying.
- 4.12 Members must not disclose any trade secrets or confidential, proprietary or sensitive information belonging to the Club, its employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers or any information which could be used by one or more of the Club's competitors.
- 4.13 Members must not breach copyright or any other proprietary interest belonging to the Club, including the Club logo.

5. Monitoring

- 5.1 The Club may monitor member's social media activity. The purposes for such monitoring are to:
- (a) Protect the reputation of the Club, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers; and
 - (b) Ensure that members do not breach this policy.

6. Policy Enforcement

Breaching the terms set out within this policy could result in members being required to remove offending content and the member responsible being subject to action under Club membership rules and/or Club disciplinary rules.