



SOCIAL MEDIA POLICY

INTRODUCTION

Bramshott Hill Golf Club (BHGC) is committed to enhancing our communication with members and potential members through social media with a view to increasing awareness of the clubs' activities and to facilitate positive communication.

For this policy, social media is any type of interactive online media that allows parties to communicate with each other or to share data in a public forum. Such as Facebook, YouTube, Twitter, LinkedIn, blogs, video and image sharing websites and messaging platforms.

An official Bramshott Hill Golf Club account on any social media website may only be set-up with written consent from the Governance Board. Only authorised members may use these accounts to post online and access to the account should be strictly limited to members only. All information published on any social media platform and the internet must comply with BHGC confidentiality and data protection policies.

CONDITIONS OF USE

We encourage members to follow our social media sites and share Club related content within their personal social networks. Members may like to comment or express their personal thoughts on updates or posts on all social media sites but are asked to adhere to the following conditions of use:

The Dos

- Use an appropriate and professional tone.
- Be respectful to all parties.
- Ensure you have permission to 'share' other people's materials and acknowledge the author.
- Think before responding to comments and, when in doubt, get a second opinion.

The Don'ts

- Don't use social media to air internal grievances.
- Don't post derogatory, defamatory, offensive, harassing, or discriminatory content or use hostile or defamatory language against any person.
- Don't make any comments about the Club or Course Operator's employees, volunteers or members that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010
- Don't post any pictures of any other individual without consent (should have evidence of this)
- Don't disclose private or confidential information about the Club, its members, guests, suppliers or employees.
- Don't make comments, post content or photos or link to materials that will bring the Club into disrepute or compromise the professionalism and reputation of the Club.
- Don't publish confidential or commercially sensitive material.
- Don't breach copyright, data protection or other relevant legislation.
- Don't link to, embed or add potentially inappropriate content.

When associating yourself with BHGC's social media sites, you are expected to contact the Club immediately if there is any information that may be perceived as defamatory or contentious to BHGC. Members are also reminded that inappropriate use of social media may affect children and vulnerable adults covered by our safeguarding policies. Dependent on the severity of any breach it may result in members being subject to investigation and censure by statutory bodies. If in doubt, contact the Governance Board for advice.

The Club maintains the right to monitor club related member activity in social networks and reserves the right to remove any information that does not comply with the above conditions of use. Members must not use any BHGC logo or other copyright material that infers official endorsement of a photograph, article, document, or opinion without permission of the Governance Board.

FAILURE TO COMPLY

Members whose actions go against the 'conditions of use' will be answerable to the Governance Board. Failure to comply with the Social Media Policy is treated seriously by the Board. Depending on the breach the Governance Board will consider the use of the Disciplinary Policy which may result in the suspension of a member from Club activities, or - if the actions of the member are deemed to be a serious breach of appropriate conduct – termination of membership.

HARRASSMENT, BULLYING OR VICTIMISATION

Please show respect to the online community and members as you would if you were in the same room, conducting yourself in a courteous manner and respecting the views and opinions of others. If you are a member who believes that you are being harassed, bullied, or victimised because of another member's post to an internet site, it is open to you to take the necessary action and you should report the issues to the Governance Board. We recommend that you take screen prints of any such posts as evidence in case they are later deleted. Members should contact the Governance Board for support and guidance on action that can be taken. In addition to any actions that the individual may wish to take against the perpetrator, the Club may take disciplinary action to address the issue.

COMMITTEE MEMBERS RESPONSIBILITIES

All section committee members have a duty to implement this policy and act if they become aware of any breach of this policy and should explain the Club's policy on the use of social media and networking sites and take steps to promote awareness of this policy.