



Rossendale Golf Club Ltd

Social Media Policy - Members



Purpose

This policy sets out Rossendale Golf Club's expectations of members on the use of social media websites.

Objectives

To ensure that Rossendale Golf Club members understand the guiding principles and terms of use of social media websites and to encourage the development of an understanding of both the benefits and constraints in using social media.

Guiding Principle

When an individual identifies their association with Rossendale Golf Club, they are expected to behave appropriately in ways that are consistent with Rossendale Golf Club's values and policies.

The Executive Board seek to promote the benefits and attributes of the Club and Social Media is one of the routes to achieving a positive reputation, but it must be used within the guidelines set out in the policy.

Scope

This policy covers all forms of social media and applies to Rossendale Golf Club Members. It does not apply to personal use of social media websites when the Member:

- Is not identifiable as a member of Rossendale Golf Club
- Makes no reference to Rossendale Golf Club or issues relating to Rossendale Golf Club

Definitions

Rossendale Golf Club Members: all categories of paying members, volunteers and individuals who may represent the club.

Use of Social Media websites: any online activity where information is shared by an individual that might affect members of Rossendale Golf Club. These may include but is not limited to accounts such as Facebook, Linked In, Twitter, My space, etc.

Social networking and video sharing websites

When logging on to and using social networking and video sharing websites and blogs at any time, members must not:

- conduct themselves in a way that is detrimental to the Club or brings the Club into disrepute.
- allow their interaction on these websites or blogs to damage relationships between employees and fellow members of the club.
- make any derogatory, offensive, discriminatory, or defamatory comments about the Club, its employees, contractors, suppliers, customers or fellow members.
- make any comments about the Club's employees that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010.

- disclose any confidential or sensitive information belonging to the Club, its employees, contractors, suppliers, customers 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 service, technical developments, and staff morale.
- breach copyright or any other proprietary interest belonging to the Club including the Club Logo.

Rossendale Golf Club social media accounts

When using any of the official Rossendale Golf Club social media pages please be aware:

- Posts must not contain or link to pornographic or indecent content.
- Rossendale Golf Club reserves the right to remove any content.
- Rossendale Golf Club reserves the right to 'mute' or 'block' access to any Social Media site, administered and managed on behalf of the Club, without warning if it is believed the Social Media Policy has been disregarded.
- Members must not use Rossendale Golf Club online pages to promote personal projects or opinions; and
- All materials published or used must respect the copyright of third parties.

Consideration towards other members

Members must be considerate to other members and seek their approval of any intended postings on public social media sites and must remove any such postings if requested by a member.

Members must also be aware that employees are subject to separate terms concerning social media, please be sensitive to their position and avoid using information from them or giving information to them to post on social media.

Breach of this Policy

- Breaches of this policy may result in an individual(s) being denied access or being 'blocked' or 'muted' without warning or for a specific period or indefinitely as determined by the Administrator.
- In more serious or repeated breaches disciplinary action as outlined in the Articles of Association/Disciplinary Procedure may be invoked.