

Heworth Golf Club
Social Media Policy

1 Introduction

Social networking sites (such as, but not exclusively, Facebook, YouTube, Twitter etc.) are a useful way for keeping in touch with friends, family and club and staff members, and are also a great way to exchange information. However, members and staff must not forget that what they post on social networking sites may be seen across these networks, and are reminded that they must not bring Heworth Golf Club (HGC) into disrepute or cause any distress to any other member or member of staff.

2 Policy

HGC recognises that some members and staff will make use of social networking in their own time, using their own equipment. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members and staff will conduct themselves in such a way as to avoid bringing HGC into disrepute or compromising its effectiveness.

This policy has been prepared to protect the privacy, confidentiality and interests of HGC.

This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However all members and staff are asked to respect the privacy, confidentiality and propriety of HGC and those working on their behalf, and not post anything that might be considered to breach this. Members and staff should take care when discussing information relating to HGC affairs as discussions can sometimes be misinterpreted and could potentially put other members, staff or the public at large at risk.

All members and staff should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. All members and staff must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites.

Whilst it is a personal decision, it is suggested that members and staff do not disclose their position as an HGC employee or

volunteer. Members and staff should be aware that the committee takes the posting at any time of offensive material, and the harassment, bullying or victimisation of members and staff via the internet and social networking sites very seriously.

A breach of any of the following may lead to disciplinary action up to and including expulsion.

- Member and staff must not divulge any confidential information or information belonging to HGC which is not in the public domain or expand upon such information already available in the public domain.
- If any member or staff discloses that they are attached to HGC then it must be made absolutely clear that any views expressed do not represent the official position of HGC but are the views of the individual.
- Members and staff cannot write a blog in an official capacity unless sanctioned and minuted by committee, i.e. representing the views of HGC. If however, they give a personal opinion as an experienced person in a particular field, they must state that this is solely their view and not the view of HGC. Members and staff must not use any HGC logo or other copyright material that infers official endorsement of the photograph, article, document or opinion.
- Any photographs of HGC staff in club garments must not be used to harass, intimidate or bring the club into disrepute.
- Members and staff must not display offensive images or make offensive comments, or in any way harass, intimidate, bully, victimise or discriminate against other members.

3 Committee Members Responsibilities

All committee members have a duty to implement this policy and take action 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.

4 What to do if you believe you are being harassed, bullied or victimised via a social networking site

If you are a member or staff member who believes that you are being harassed, bullied or victimised as a result of another member's post to an internet site, it is open to you to take the necessary action. Staff should contact the chairman of the committee or another committee member for support and guidance

on the informal and formal action which can be taken.

5 Consequences of not following this policy

Any member or staff found to be in breach of the above may be subject to disciplinary action.

If they are also found to be in breach of the Data Protection Act 1998 or other relevant legislation or copyright, it could lead to criminal proceedings and prosecution.