



West Hove Golf Club

Social Media Policy

West Hove Golf Club is committed to providing and maintaining a safe and healthy environment, for all of our members, guests and employees

Objective

The use of the internet and social media websites to communicate with other club members and the wider community is encouraged

Members are reminded that acceptable standards of behaviour are not limited to areas of the Club and course, and that acceptable behaviour also includes the use of Social Media. All current responsibilities of WHGC Members remain in force when using social media websites

Set out below are the expectations of WHGC relating to the use of social media websites, this is to ensure our members understand the guiding principles and terms of use of social media websites, and to develop an understanding of both the benefits and constraints when using social media.

Background

The web is not anonymous, users of social media websites should be aware that when using websites

- Any comments made by them will be able to be traced back to them as individuals or to the organization in general.
- A clear distinction between their activities as a Member and their personal activities undertaken outside of West Hove Golf Club is required.
- The use of these websites can also be abused and potentially damage the reputation of West Hove Golf Club, and in extreme cases result in legal proceedings being brought
- The Internet is a fast moving technology and it is impossible to cover all circumstances.

Scope

This policy provides help to exercise good judgment as well as provide specific details on:

- Behaviour that must not be undertaken,
- All forms of social media

It does not apply to personal use of social media websites when the Member:

- Is not identifiable as a Member of WHGC
- Makes no reference to West Hove Golf Club, or issues relating to West Hove Golf Club

Definitions

- West Hove Club Members: Volunteers, employees and any individual authorised to represent the Club.
- Use of social media websites: Any online activity where information is shared by an individual that might affect Members OR West Hove Golf Club. It includes but is not limited to activities such as:
 - Maintaining a profile page on one of the social or business networking sites (like LinkedIn, Facebook, Twitter or MySpace);
 - Commenting on blog sites for personal or business reasons;
 - Leaving product or service review on retailer sites, or customer review sites;
 - Taking part in online votes and polls;
 - Taking part in conversation on public and private web forums such as message boards
 - Editing a Wikipedia page.

Usage

Online activity, Members must not

- Use as a formal correspondence to the Board or Management, inappropriate correspondences will be removed. The Board and Management will not reply using social media.
- Interfere with club operational commitments
- Contain or link to libellous, defamatory or harassing content, including by way of examples
- Contain or link to pornographic or indecent content
- Comment on or publish information that is confidential or proprietary to WHGC or its affiliates
- Bring the WHGC into disrepute.
- Use the WHGC brand to endorse or promote any product, opinion, cause or political candidate. It must be abundantly clear to any other user that any opinions expressed by a member are personal opinions only and do not represent the views of WHGC.

Official West Hove Golf Club blogs, social pages and online forums

- Posts must not contain or link to pornographic or indecent content;
- WHGC has the right to remove any content it deems to be inappropriate
- Members must not use West Hove Golf Club online pages to promote personal projects or opinions
- All materials published or used must respect the copyright of third parties.

Consideration towards other Members when using Social Networking sites

- Social media websites allow photographs, videos and comments to be shared with other users.
 - It is not appropriate to share club-related information in unauthorised social media forums without approval from the General Manager
 - Members must be considerate to other Members, Staff and Club and must remove information about a Member or the Club when requested by the Member or the Club.
 - Under no circumstance should offensive comments be made about WHGC, Members and Staff online. This is deemed a disciplinary matter.
 - Members are encouraged to use their best judgment in deciding if or at what level they want to connect with other Members on social Media websites. WHGC will support Members decisions to keep online relationships strictly professional.

Breach of Policy

- A breach of this policy may result in disciplinary action, as outlined by the club Disciplinary Procedures.

Signed

Richard Simmons – Chairman

Date:

