



# Downes Crediton Golf Club

## DOWNES CREDITON GOLF CLUB

### SOCIAL MEDIA POLICY

<u>Version Number</u>	<u>Change Detail</u>	<u>Date of Change</u>	<u>Authorised</u>
<u>1.0</u>	<u>Draft</u>	<u>22/01/21</u>	<u>28/01/21</u>

Signed..... Club Manager

Signed..... Board Representative



# Downes Crediton Golf Club

## **Our social media Statement**

Downes Crediton Golf Club recognises and embraces the benefits and opportunities that social media can bring as a tool. For the purposes of this policy, social media is defined as a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums, anonymous apps, blogs, video-and image-sharing websites and similar facilities. It can be used to share news, information and successes, keep staff, members & visitors up to date with important developments and promote healthy activities or incentives at the club.

There is, however, an inherent risk involved in using social media, in that, it is an instantaneous and far-reaching form of communication and inappropriate use can impact upon staff, members, visitors and the reputation of the Club.

We encourage staff, members & visitors to engage, collaborate and innovate through social media; however, wherever and whenever you do this, you must be aware of the potential impact on both yourselves and the Club.

## **Purpose of this policy**

This policy is intended to minimise the risks of social media which can impact on the wellbeing of staff, members, visitors and the reputation of the Club, so that everyone can enjoy the benefits of social networking whilst understanding the standards of conduct expected by the Club.

## **Who this policy applies too?**

This policy applies to all staff who create or contribute to any type of social networking platform that has an association with the Club. It also applies to any members or visitors who visit the club social media platforms and wish to engage with the Club. It should be applied to all use and all forms of social media where there is potential impact on the Club,

## **Staff Principles**

When logging onto, posting and using social networking and video sharing websites and blog at any time, staff must not:

- Have authority to log into the club's social media pages and post content by the Club Manager or Board of Directors. (Appendix 1 list of authorised staff)
- Conduct themselves in a way that is detrimental to the Club or brings the Club into disrepute.
- They must not post any derogatory, offensive, discriminatory or defamatory comments about the Club, its employees, contractors, suppliers, customers or fellow members.
- Allow their interaction on these websites or blogs to damage relationships between fellow employees, fellow members & potential visitors of the Club.
- Make any comments about the Club's employees that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010.
- Disclose any trade secrets or confidential or sensitive information belonging to the Club, its employees, contractors, suppliers, customers or members or any information which could be



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used by one or more of the Club's competitors, for example information about the Club's work, its products and services, technical developments and staff morale.

Staff who are discovered contravening these rules, may face disciplinary action under the Club's disciplinary procedure.

## **Member Principles**

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 trade secrets or 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 services, technical developments and staff morale.
- Breach copyright or any other proprietary interest belonging to the Club including the Club Logo.

Members who are discovered contravening these rules, may face disciplinary action under the Club's disciplinary procedure.

## **Visitor Principles**

When viewing the Clubs social networking and video sharing websites and blogs at any time, we hope visitors will not:

- Conduct themselves in a way that is detrimental to their home club or brings DCGC into disrepute.
- Make any derogatory, offensive, discriminatory or defamatory comments about the Club, its employees, contractors, suppliers, customers or members.
- Make any comments about the Club's employees that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010.
- Breach copyright or any other proprietary interest belonging to the Club including the Club Logo.



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Whilst the club appreciates monitoring the behaviour of visitor behaviour on the club's social media platforms, if the club is witness to such behaviour the club may take action by contacting the visitors home club and/or prohibit them from visiting the club and definitely block them from all of the club's social media platforms.

## **Appendix 1 – List of authorised users**

Name	Position	Date Authorised	Authorised By
Devon Greenslade	Club Manager	22/01/21	Board of directors
Barry Austin	PGA Head Professional	22/01/21	Club Manager
Oliver Greenslade	Pro Shop Assistant	22/01/21	Club Manager
Rob Tancock	Head Greenkeeper	22/01/21	Club Manager
Vanessa Nuthall	Bar & Catering Manager	22/01/21	Club Manager
Leah Jackaman	Waitress	22/01/21	Club Manager