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**SOCIAL MEDIA POLICY**

**Introduction**

The rationale for introducing this policy is protect both Wenvoe Castle Golf Club and individual members, it is not intended to be restrictive but seen as good practice. Having a policy of this type in place is recommended by the Golf Union of Wales.

**Purpose and Scope of the policy**

This policy sets out Wenvoe Castle Golf Club's expectations on the use of social media websites, it covers all forms of social media and all other social networking sites, including Facebook, Twitter, Flickr, Instagram, and LinkedIn - and applies to all Wenvoe Castle Golf Club Members. It does not apply to personal use of social media websites when the Member is not identifiable as a Member of Wenvoe Castle Golf Club or makes no reference to Wenvoe Castle Golf Club, or issues relating to Wenvoe Castle Golf Club

**Objectives**

To ensure Wenvoe Castle 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 any individual identifies their association with Wenvoe Castle Golf Club they are expected to behave appropriately in ways that are consistent with the values and policies of Wenvoe Castle Golf Club.

**Background**

The Internet provides many opportunities to communicate with other individuals, other Members and the community. Social media websites provide the opportunity for Members to promote the community of Members and Club activities. Members should be aware that the use of these websites can also be abused and potentially damage the reputation of Wenvoe Castle Golf Club and in extreme cases result in legal proceedings.

The web is not anonymous. Users of social media websites should assume that any comments made by them will be able to be traced back to them as individuals or to the organization in general. When using social websites, Members need to make clear distinction between their activities as a Member and their personal activities undertaken outside of Wenvoe Castle Golf Club.

The Internet is a fast moving technology and it is impossible to cover all circumstances. This policy aims to provide guiding principles to help to exercise good judgment as well as providing specific details on behaviour that must not be undertaken.

**Definitions**

*Wenvoe Castle Golf Club Members* means- all member categories, volunteers, employees and any individual authorised to represent the Club.

*Management Committee* means – the official Wenvoe Castle Golf Club Management Committee.

*Use of social media websites means -* any online activity where information is shared by an individual that might affect Members OR Wenvoe Castle 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, Flickr or Instagram);
* 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; or
* Editing a Wikipedia page.

**Usage**

All current responsibilities of Wenvoe Castle Golf Club Members remain in force when using any social media websites. In addition the list below highlights specific unacceptable uses:

***Social Media***……

* Must not be used as a formal correspondence to the Management Committee, and any inappropriate correspondences will be removed. The Management Committee will not reply using social media.
* Must not interfere with club operational commitments, or breach any other club policies.
* Must not contain or link to libellous, defamatory or harassing content, including by way of examples, illustrations, images or nicknames;
* Must not contain or link to pornographic or indecent content or content that could reasonably cause offence
* Must not comment on or publish information that is confidential or proprietary to Wenvoe Castle Golf Club or its affiliates;
* Must not bring Wenvoe Castle Golf Club into disrepute.

Members may not use the Wenvoe Castle Golf Club 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 Wenvoe Castle Golf Club.

**Official Wenvoe Castle Golf Club blogs, social pages and online forums**

When using the official Wenvoe Castle Golf Club blogs, social media pages and online forums (e.g. our club official Facebook page or Twitter account), please be aware:

* Posts must not contain or link to pornographic or indecent content, or content that could reasonably cause offence based on race/nationality, gender, age, religious or politic beliefs, disability, sexual orientation or any other characteristic protected by law.
* You should not post material designed to cause annoyance, inconvenience or anxiety
* You should not pass off personal views as representing those of Wenvoe Castle Golf Club
* Wenvoe Castle Golf Club has the right to remove any content;
* Members must not use Wenvoe Castle 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 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 Club Secretary or Management Committee. 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 or the Management Committee.

Under no circumstance should offensive comments be made about Wenvoe Castle Golf Club, Members and Staff online. This is deemed a disciplinary matter.

**Friends and Connections**

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.

 November 2020