



MEMBER SOCIAL MEDIA POLICY

SCOPE

This policy applies to all members of **PENWORTHAM GOLF CLUB** and to all uses of social media.

This policy forms part of the member agreement between the company and the member and is a condition of that agreement that members will abide by the rules and policies made by the company from time to time.

PURPOSE

This policy aims to ensure that the member and company is not exposed to legal and governance risks through the use of social media and that either's reputation is not adversely affected.

SOCIAL MEDIA DEFINITION

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, MySpace, Bebo, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as writing or commenting on a blog (whether it is your own or the blog of another person), taking part in discussions on web forums or message boards or even taking part in online polls. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. This policy applies in relation to any social media that members may use.

USE OF SOCIAL MEDIA

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, that infers official endorsement.

POLICY ENFORCEMENT

Members who are discovered contravening these rules, may face disciplinary action under the Club's disciplinary procedure and, in extreme cases, civil and criminal liability.

REVIEW

This policy will be subject to regular review and amendment.

Version: Sept 2019

Approved by:

Approval date:

Review date:

Reviewer: