



# Knighton Heath Golf Club

## *Policies & Bye Laws*

### **Addendum D**

## **Social Media policy and guidance**

**Updated October 2024**

**This policy sets out Knighton Heath Golf Club's (KHGC) expectations on the use of social media websites by its members and can be found on the club website as a separate document.**

It is assumed that all members are aware of the content of this document and will act accordingly.

**(a) Background**

The Internet provides many opportunities to communicate with other individuals, other members and the community. Social media websites i.e. Facebook, etc. Provide the opportunity for members to engage with other members and view Club activities. Members should be aware that the use of these websites can also be abused and potentially damage the reputation of KHGC and in extreme cases result in legal proceedings against an individual and/or KHGC

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. When using social websites in general, members need to make a clear distinction between their activities as a member of KHGC and their personal or business activities undertaken outside of KHGC

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. Regular updates will be made as the situation determines and members will be advised of any changes via the normal channels e.g. club website, club newsletter, AGM etc.

**(b) Consideration towards other KHGC Members**

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 the prior approval from the Club Manager. Members must be considerate to other members, staff and the club. If requested, they must remove information about a member or the Club immediately when requested by the member or the Club.

Members are encouraged to use their best judgment in deciding if or at what level they want to connect with other members as 'friends' etc. on social media websites. KHGC will support members decisions to keep online relationships strictly professional.

Under no circumstance should offensive or discriminatory comments be made about KHGC, members or staff online.

**(c) Membership definition**

This policy covers all forms of social media and applies to all KHGC members in all categories of membership.

**(d) Objectives**

To ensure KHGC members understand the guiding principles, scope and terms of use of social media websites and what actions will be taken subject to any breach by a member.

**(e) Guiding Principles**

When any individual uses a KHGC website, or links directly or indirectly with a KHGC site they automatically identify their association with KHGC and are expected to behave appropriately, in ways that are consistent with KHGC values, policies and rules.

**(f) Scope**

It includes but is not limited to:

- any online activity where information is shared by an individual that **might** affect members
- maintaining a profile page on one of the social or business networking sites (like LinkedIn, Facebook, Twitter or Myspace etc.):
- 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 adding photographic, video or other images:
- editing a Wikipedia page.

**(g) Consideration / restrictions on postings made**

- must not be used as a medium for formal correspondence to the Directors, any club committee, club manager, club professional or any other member of staff  
NB The Board and Management will not reply using social media
- must not prejudice or interfere with club operational commitments:
- must not contain or link to libellous, discriminatory, defamatory or harassing content
- must not contain or link to pornographic, indecent or expletive content:
- must not comment on, or publish information that is confidential or proprietary to KHGC its affiliates, suppliers or customers:
- must not bring the organisation into disrepute.
- must not use the KHGC brand/logo to endorse or promote any product, opinion, cause or political candidate
- must not use KHGC online pages to promote personal / business projects except with the express permission of the club manager
- must respect the copyright of third parties.
- must not make any posting which purports to be on behalf of KHGC without the express permission of the club manager
- members should take extreme care in ensuring, **that on non KHGC sites**, that it is abundantly clear to any other user that any opinions expressed by a member are personal opinions only and do not represent the views of KHGC

Where a member has any doubt, as to compliance of any posting they are considering, they are encouraged to contact the KHGC club manager for his opinion/approval before making the posting.

**(h) Breach of Policy**

KHGC retains the right to:

- delete any content/link which contravenes this policy
- block any user/site
- commence disciplinary action as per KHGC rules.