



Tillicoultry Golf Club- Social Media Policy

Purpose & Background

This policy sets out Tillicoultry Golf Club's expectations on the use of social media websites. Ensuring members and any individuals who identify their association with Tillicoultry Golf Club understand the guidance set out below and encourage good practice in the responsible use of social media when communicating on one of the Club's official social media channels, commenting on Club matters through the use of other channels or posting any comments or photographs of individuals without their prior consent.

Tillicoultry Golf Club realises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of such sites. In addition, social media is now a valuable communication and promotion platform for the Club with members, guests and partners. However, we are also aware that these sites can become negative and care must be taken when using these services. While acknowledging the right of freedom of expression, the Club has an obligation to protect the reputation of individual members of staff, members and any other users of the Club as well as the Club as a whole.

For the purposes of this Policy, 'social media' is any 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 such as Twitter, Facebook and LinkedIn. Social media also covers blogs, and video-and-image-sharing websites such as YouTube, Flickr and Instagram. This list is not exhaustive, and these guidelines should be followed in relation to any social media that are used.

Usage

All current responsibilities of Tillicoultry Golf Club Members remain in force when using social media websites. Online activity:

- Must not be used as formal correspondence to the Club Council, or as an alternative thereto. Note: Inappropriate correspondences will be removed. The Club Council and staff will not reply using social media.
- Must not make offensive comment about, or which might offend, Tillicoultry Golf Club, another member, a visitor or supplier / partner.
- Must not interfere with Club operational commitments;
- Must not contain or link to libellous, defamatory, offensive or harassing content, including by way of examples, illustration or use of nicknames;
- Must not contain or link to pornographic, illegal or indecent content;

- Must not comment on or publish information that is confidential or proprietary to Tillicoultry Golf Club;
- Must not bring Tillicoultry Golf Club into disrepute.

Members may not use the Tillicoultry Golf Clubs 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 Tillicoultry Golf Club.

Reporting

If you believe that there has been a breach of this Policy then you must report this to the Club Secretary - tgc_secretary@hotmail.com - as soon as possible and the matter will be investigated.

Breach of Policy

Any breaches of this policy which are brought to the attention of the Club, will be referred to the Club Council to decide what action, if any, needs to be taken. A record will be kept of any referrals and action taken.