

LONG REEF GOLF CLUB ("Club")

SOCIAL MEDIA POLICY

Ref: By-Law 10

1. Purpose:

The purpose of this Social Media Policy is to provide guidelines for the appropriate use of social media platforms by Club Members, Staff, Contractors, and Volunteers. This policy ensures that all individuals associated with the Club use social media in a responsible, respectful, and professional manner. By adhering to this Social Media Policy, Members, Staff, Contractors, and Volunteers of the Club will contribute to maintaining a positive and respectful online environment that reflects the values and reputation of the Club.

2. Definition:

Social media refers to any online platform or website that enables users to create and share content, including but not limited to, Facebook, Instagram, Twitter, LinkedIn, and YouTube.

3. Scope:

This policy applies to all Members, Staff, Contractors, and Volunteers of the Club. It encompasses the use of social media both within and outside of Club premises, when individuals are representing or associated with the Club.

4. Guiding Principles for Social Media Use:

4.1. **Respect:** All individuals should interact on social media with respect for each other and the Club, avoiding posting, sharing or distributing content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, or is otherwise unlawful.

Club Members, Staff, Contractors, and Volunteers should respond to others' opinions respectfully and acknowledge and correct mistakes promptly.

4.2. **Accuracy:** All information shared on social media platforms should be accurate, transparent, and truthful.

4.3. **Confidentiality:** Confidential Club information, including financial matters and personal data, should not be shared on social media platforms without proper authorisation.

4.4. **Branding:** Individuals must uphold the reputation and branding of the Club, adhering to the Club's values, tone, and marketing directives when posting or commenting on social media.

4.5. **Personal Responsibility:** Each individual is personally responsible for their use of social media and the consequences of their posts. Individuals should exercise good judgment and discretion when expressing personal opinions that may be attributed to the Club.

4.6. **Reputation:** Club Members, Staff, Contractors, and Volunteers must not post/share or distribute content that might cause damage to the reputation of the Club or bring it into disrepute.

5. Use of Photography on Social Media:

5.1. Prior Consent: Individuals should obtain explicit consent from Club Members, Staff, Contractors, and Volunteers before posting their image on any social media platform on behalf of the Club. Consent can be obtained in writing or verbally, but it should be clear, informed, and provided willingly.

5.2. Respect Privacy: Individuals should respect the privacy of others and avoid posting photographs or videos of individuals where there is a reasonable expectation of privacy, such as in changing rooms, locker rooms, or private events.

5.3. Sensitive Content: Individuals should refrain from sharing or posting any pictures or videos that may be deemed offensive, compromising, or inappropriate to the reputation of the Club.

6. Consent Conditions:

6.1. Withdrawal of Consent: Individuals who have previously given consent for their image to be posted on social media by the Club have the right to withdraw their consent at any time. Upon withdrawal, the Club should take reasonable steps to remove or delete the image promptly.

6.2. Parental Consent: When posting images of minors or vulnerable individuals, the Club should ensure that appropriate parental or guardian consent is obtained before posting any photographs or videos.

Effective 26/10/2023