



scrabogolfclub

Scrabo Golf Club Social Media Policy

Purpose:

This policy aims to provide guidelines for members, staff, and visitors regarding the use of social media in a manner that reflects the values and standards of Scrabo Golf Club.

Scope:

This policy applies to all members, employees, and visitors who engage with Scrabo Golf Club on social media platforms.

Guidelines:

1. Representation:

- Only designated individuals may post on official Scrabo Golf Club social media accounts.
- Personal opinions should not be presented as the views of Scrabo Golf Club.

2. Content:

- Ensure all posts are respectful, professional, and relevant to the club's activities.
- Do not share confidential or proprietary information about the club, its members, or its operations.
- Obtain permission before posting images or videos of members, staff, or visitors.

3. Engagement:

- Encourage positive interactions and community engagement.
- Respond to enquiries and comments promptly and courteously.
- Avoid engaging in disputes or negative discussions.

4. Conduct:

- Refrain from posting content that is offensive, discriminatory, or inappropriate.
- Respect the privacy of others. Do not tag or mention individuals without their consent.
- Avoid using social media during work hours for non-work-related activities (staff).

5. Compliance:

- Adhere to the rules and regulations of the social media platforms used.
- Follow all applicable laws and club policies related to data protection and privacy.

6. Crisis Management:

- Report any negative or potentially harmful content related to the club immediately to the designated social media manager.
- Do not attempt to address or resolve issues independently without consulting the club's management.



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7. Intellectual Property:

- Respect intellectual property rights. Do not use copyrighted material without permission.
- Ensure any logos, trademarks, or branded content used are in line with the club's branding guidelines.

Enforcement:

Violations of this policy may result in disciplinary action, including but not limited to removal of posts, suspension of social media privileges, or termination of membership or employment.

Review:

This policy will be reviewed annually and updated as necessary to reflect changes in social media practices and club needs.

Contact:

For questions or concerns regarding this policy, please contact the social media / communications manager by emailing events@scrabogc.co.uk.

By adhering to this social media policy, we can ensure that Scrabo Golf Club maintains a positive and professional presence online, reflecting the values and community spirit of our club.

Scrabo Golf Club Council.