

The Millbrook Golf Club

Social Media / Networking Policy

V1.0 – May 2020

Introduction

As a responsible establishment, The Millbrook Golf Club (hereinafter referred to as 'The Millbrook' or 'the Club') has an obligation to provide social media / networking guidelines to protect the welfare and interests of the society in which it operates.

For the purposes of this Policy, social media / networking is any type of interactive online media / networking that allows parties to instantly communicate with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook, LinkedIn, WhatsApp etc. It also covers blogs, and video-and-image-sharing websites such as Instagram, YouTube and Flickr.

The Millbrook realises these can be enjoyable and useful ways for keeping in touch with friends, family and club members. They are also a great way to exchange information, however, members, staff and club associates must not forget that what they post on social media / networking sites may be seen across these networks, and are reminded that they must not bring The Millbrook into disrepute or cause any distress to any other member or person connected to the Club.

Policy

The Millbrook recognises that some members will make use of social media / networking in their own time, using their own equipment. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members will take personal responsibility and conduct themselves in such a way as to avoid bringing The Millbrook into disrepute or compromising its effectiveness.

This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However, all members are asked to respect the privacy, confidentiality and propriety of The Millbrook and those working on their behalf, not posting anything that might be considered to breach this.

Members should be aware that the Management Committee takes the posting of offensive material, and the harassment, bullying or victimisation of members via the internet and social media / networking very seriously. A breach of any of the following may lead to disciplinary action up to and including expulsion.

When logging onto and using social media / networking, video sharing websites and blogs at any time, members must not:

- conduct themselves in a way that is detrimental to The Millbrook or brings it into disrepute,
- allow their interaction on social media / networking to damage relationships between employees and fellow members of The Millbrook,
- make any derogatory, offensive, discriminatory or defamatory comments about The Millbrook, it's employees, contractors, suppliers, customers or fellow members,
- make any comments about The Millbrook's employees that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010,
- disclose any trade secrets, confidential or sensitive information belonging to The Millbrook, it's 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 work, it's products and services, technical developments and staff morale,

- breach copyright or any other proprietary interest belonging to The Millbrook including the Club Logo,
- if any member discloses that they are attached to The Millbrook then it must be made absolutely clear that any views expressed do not represent the official position of the Club but are the views of the individual,
- members cannot write a blog in an official capacity unless this is sanctioned and recorded by the Committee, i.e. representing the views of The Millbrook. If, however, they give a personal opinion as an experienced person in a particular field, they must state that this is solely their view and not the view of the Club,
- Members must not use any The Millbrook logo or other copyright material that infers official endorsement of the photograph, article, document or opinion,
- Any photographs of The Millbrook members or employees must not be used to harass or intimidate them or bring the Club into disrepute.

Club Directors & Committee Members' Responsibilities

All Club Directors & Committee Members have a duty to implement this policy, take action if they become aware of any breach, should explain The Millbrook's policy on the use of social media / networking and media / networking sites and take steps to promote awareness of this policy.

What to do if you believe you are being harassed, bullied or victimised via a social media / networking site

If you believe that you are being harassed, bullied or victimised as a result of another member's social media / networking post, it is open to you to take the necessary action. Members should contact the Club Manager, Golf Welfare Officer, Club Captain or any Club Director for support and guidance on the informal and formal action which can be taken. Details of The Millbrook's appointed officers can be found on the Club website or by contacting the Club Manager.

Consequences of not following this policy

Any member found to be in breach of the above may be subject to disciplinary action from The Millbrook. If they are also found to be in breach of the Data Protection Act 1998 or other relevant legislation or copyright, this could lead to criminal proceedings and possible prosecution.