



Social Media Policy

Introduction

This policy guides employees, members and visitors on responsible social media use.

Social media means interactive online communication and public-sharing services, including networking, messaging, video, image, blog, forum, message-board and polling platforms. This non-exhaustive policy applies whether or not a service is named.

Purpose

The club supports freedom of expression while protecting its reputation, members and users. The policy reduces legal, governance and reputational risk and promotes responsible, non-offensive use.

Responsibilities

Members and representatives must follow the law and club policies on all social media, including personal channels, and avoid content that harms the club's reputation. The club may act on breaches.

Procedures

Collingtree Park Golf Club's Official Social Media Channels

Users of the club's official social media channels must:

- Use social media only when it adds value;
- Comment only within their club role or expertise;
- Consider all current, former and prospective audiences;
- Identify official channels and the author's club connection;
- Keep personal and official accounts separate;
- Protect login details, sharing team credentials only when appropriate.

Personal and Unofficial Channels

The club does not routinely monitor personal accounts, but official-channel rules may apply to club-related posts where:

- The author is identifiable as a club member; or
- The author claims to speak professionally or for the club.

On personal channels:

- Do not use club names, logos or branding in account names, avatars, images or profiles;

- If identified as an employee or member, state that personal views do not represent the club.

Members must not publish material that:

- Is offensive, abusive, harassing, bullying, defamatory, discriminatory or copyright-infringing;
- Makes unsubstantiated allegations or personal attacks against the Club, its members, staff, directors or volunteers, or seeks to pursue complaints through social media, messaging groups or other public or semi-public channels instead of the Club's formal complaints procedures;
- Discloses confidential or non-public club information;
- Shares a member's personal data, contact details or photographs without consent; or
- Could damage the club's reputation. Consult the General Manager if unsure.

Reported breaches will be investigated by the General Manager under the club's Disciplinary Policy.

Monitoring

The General Manager will monitor use, while the Management Committee must approve club communications. Members, especially Juniors, may be consulted on reach, effectiveness and preferred channels. Inaccurate, ineffective or potentially damaging content will be checked and removed until corrected.

Complaints & Disciplinary

The club will follow England Golf procedures, adapted where necessary; see its regulations for detail.

Members are encouraged to raise concerns directly with management, the Chairman or the Management Committee. Social media platforms, messaging groups and similar channels are not appropriate forums for pursuing complaints or disputes concerning the Club or individuals associated with the Club.

Complaints must be submitted in writing to the General Manager and recorded. As compliance officer, the General Manager will investigate and resolve them or refer them to the Management Committee. See the club's Disciplinary Policy.