

Hill Top Golf & Country Club

Social Media Policy

Version 1

28 June 2020

Purpose

This policy outlines Hill Top Golf & Country Club's expectations of the use of social media by its Members in relation to Hill Top Golf & Country Club. (Hereafter referred to as Hill Top)

Objectives

1. To ensure Hill Top members understand and abide by the guiding principles and terms of use of its social media platforms.
2. To ensure members understand both the benefits and constraints of social media on Hill Top.

Guiding Principle

When any individual identifies their association with Hill Top via social media, or uses any of the club's social media platforms, they are expected to behave appropriately, in a way that is consistent with Hill Top's values and policies and in a way that does not convey unsubstantiated negative opinion.

Background

The internet and social media provides the opportunity for members to communicate with other members and to promote the Club and club activities to the wider community. Members need to be aware that the use of social media can also be abused, damaging the reputation of the Hill Top, generate unnecessary dialogue and even result in legal proceedings.

Scope

This policy covers all forms of social media and applies to all Hill Top Members. It does not apply to members when they are using social media in the following circumstances

1. When they are using social media platforms other than the Hill Top's platforms, and are not identifiable as a member of Hill Top.
2. Make no reference to Hill Top or issues relating to Hill Top when using social media platforms other than those of Hill Top.

Social Media Usage in relating to Hill Top or on Hill Top platforms

- Must not be used as an attempt at formal correspondence to management, The Committee or any subcommittees. Any inappropriate correspondence will be removed. Management, The Committee or subcommittees will not reply via social media.
- Must not be used to air grievances in relation to Hill Top. All grievances should be in writing and directed through the appropriate channels
- Must not interfere with Club operations
- Must not include inappropriate content; such as foul language, offensive racial or sexual comments or images.
- Must not comment on or publish information which is confidential to Hill Top, its members, employees, volunteers or guests.
- Must not make comments which seem like “fact” when they are opinion or information obtained from conversations or third party comments.
- Must not bring the Club into disrepute
- It must be clear that any opinion expressed by a member is their personal opinion only and does not represent the views of Hill Top.
- Must not pass judgement on other sporting clubs or associations.
- Members must be considerate of other members, staff, volunteers and the Club. Information about another member or the club must be removed when requested by the member or the Club
- Under no circumstances should offensive comments be made about the Club, its member’s, staff or volunteers online. Avoid making disparaging comments about the Club so that others do not see the Club in a negative light.

Breach of Policy

A breach of this policy may result in disciplinary action in accordance with the Disciplinary Procedures of Hill Top’s Rules of Association