

Worcestershire County Golf Limited

PLAYERS & VOLUNTEER SOCIAL MEDIA POLICY (Effective from January 2021)

SCOPE

This policy applies to all players & volunteers of the Worcestershire County Golf Limited.

This policy links to all other policies whether produced by England Golf or Worcestershire County Golf Limited, therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc. Worcestershire County Golf Limited has agreed to abide by all Governance policies produced by England Golf in its Constitution, including disciplinary, equality, equity, diversity, transport, data protection etc.

PURPOSE

This policy aims to ensure that the player, volunteer and Worcestershire County Golf Limited is not exposed to legal and governance risks through the use of social media and that their reputation is not adversely affected.

This policy applies to the use of social media for playing, volunteering and personal purposes, whether whilst a player, volunteer or otherwise. The policy applies regardless of whether the social media is accessed using Worcestershire County Golf Limited's IT facilities and equipment or equipment belonging to players & volunteers. It aims to ensure that players & volunteers are protected whilst using social media and feel empowered to contribute to collaborative online activity when it supports the activities within Worcestershire County Golf Limited.

This policy is solely for players & volunteers of Worcestershire County Golf Limited and aims to:

- ☐ Give clear guidelines on what they can say about Worcestershire County Golf Limited;
- ☐ Comply with relevant legislation and protect all players & volunteers;
- ☐ Help those who oversee players or volunteers manage performance effectively;
- ☐ Help them draw a line between their private lives and their playing or volunteering;
- ☐ Protect Worcestershire County Golf Limited against liability for the actions of players or volunteers;
- ☐ Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

SOCIAL MEDIA DEFINITION

Social media is an interactive online media that allows users to communicate instantly with each other or to share data in a public forum. It includes social and business networking websites such as Facebook, MySpace, Bebo, whatsapp, snapchat, Twitter and LinkedIn. Social media also covers video and image sharing websites such as YouTube and Flickr, as well as writing or commenting on a blog (whether it is your own or the blog of another person), taking part in discussions on web forums or message boards or even taking part in online polls. This is a constantly changing area with new websites being launched on a regular basis and therefore this list is not exhaustive. This policy applies in relation to any social media that players & volunteers may use.

USE OF SOCIAL MEDIA

The Worcestershire County Golf Limited uses social media in its work and recognises that those who play or volunteer and are involved in its work may also use social media either as part of their role or in their private lives. Worcestershire County Golf Limited encourages the use of social media.

The purpose of this policy is to set out what Worcestershire County Golf Limited expects from our players & volunteers when using social media. It is important to remember that we are all ambassadors and that social media is never private.

Worcestershire County Golf Limited recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our activities using a wide variety of social media. This policy aims to protect individuals who play or volunteer with us in any role and to encourage you to take responsibility for what you write, exercise good judgement and common sense.

Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks, to avoid loss of work time and to ensure that our IT resources and communications systems are used only for appropriate purposes, we expect players & volunteers to adhere to this policy.

The lines between public and private communications can become blurred, so players & volunteers should assume that everything written is permanent and can be viewed by anyone at any time. Also assume that everything can be traced back to a player, volunteer, employee, Worcestershire County Golf Limited and its clients, customers, contractors, sponsors and suppliers.

Any content which raises a safeguarding concern **must** be reported to the Welfare Officer in line with the reporting procedures, outlined in Worcestershire County Golf Limited's/England Golf's Safeguarding Policy.

PLAYERS & VOLUNTEERS SOCIAL MEDIA ACTIVITIES

The following sections of the policy provide players & volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

- ☐ Players & Volunteers should use the same safeguards as they would with any other type of communication about Worcestershire County Golf Limited that is in the public domain.
- ☐ Avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.
- ☐ Players & Volunteers are personally responsible for what they communicate in social media (as part of their role or on personal sites). Remember what you publish might be available to be read by the masses (including the WUGC/England Golf), colleagues, other players, volunteers, future employers and social acquaintances for a long time. Keep this in mind before you post content.
- ☐ There is no obligation for players/volunteers to link their personal social media to any Union social media.
- ☐ Players or Volunteers are not permitted to set up social media accounts for any purposes for Worcestershire County Golf Limited unless properly authorised by Worcestershire County Golf Limited through the County Secretary.
- ☐ Volunteers are responsible for the security settings of any social media sites they use and should take appropriate steps to protect themselves from identity theft, for example by placing their privacy settings at a high level and restricting the amount of personal information they give out, e.g. date and place of birth. This type of information may form the basis of security questions and/or passwords on other websites, such as online banking.
- ☐ Should a player or volunteer notice any inaccurate information about Worcestershire County Golf Limited online, they should report this to the County Secretary in the first instance.

Players/Volunteers should not:

- ☐ Other than in relation to Worcestershire County Golf Limited's own social media activities or other than where expressly permitted by Worcestershire County Golf Limited on business networking websites such as LinkedIn, write recommendations about previous or current players/volunteers and they must also ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of Worcestershire County Golf Limited.

☐ Conduct themselves in a way that is potentially detrimental to Worcestershire County Golf Limited or brings Worcestershire County Golf Limited or its employees, clients, customers, contractors or suppliers into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.

☐ Allow their interaction on these websites or blogs to damage working or playing relationships with or between players, volunteers, employees and clients, customers, contractors, sponsors or suppliers of Worcestershire County Golf Limited for example by criticising or arguing with such persons.

☐ Include personal information or data about Worcestershire County Golf Limited's players, volunteers, employees, clients, customers, contractors, sponsors or suppliers without their express consent (you may still be liable even if employees, clients, customers, contractors, sponsors or suppliers are not expressly named in the websites or blogs as long as Worcestershire County Golf Limited reasonably believes that they are identifiable) – this could constitute a breach of the Data Protection Act 1998 and any subsequent legislation such as The General Data Protection Regulations which will come into force in May 2018.

☒ Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about Worcestershire County Golf Limited, its employees, clubs & members, clients, customers, contractors, sponsors or suppliers (a player or volunteer may still be liable even if employees, clubs & members, clients, customers, contractors or suppliers are not expressly named in the websites or blogs as long as Worcestershire County Golf Limited reasonably believes that they are identifiable).

☐ Make any comments about Worcestershire County Golf Limited's employees, clubs & members, or volunteers that could constitute unlawful discrimination, harassment, or cyber-bullying contrary to the Equality Act 2010 and its amendments, or post any images or video clips that are discriminatory or which may constitute unlawful harassment or cyber-bullying. Players & volunteers can be personally liable for their actions under the legislation.

☐ Disclose any confidential, proprietary or sensitive information belonging to Worcestershire County Golf Limited, its employees, clients, customers, contractors, sponsors, or suppliers or any information which could be used by one or more of Worcestershire County Golf Limited's competitors.

☐ Breach copyright or any other proprietary interest belonging to Worcestershire County Golf Limited, for example using someone else's images or written consent without permission or failing to give acknowledgement where permission has been given to reproduce particular work – if you wish to post images, photographs or videos of their work, colleagues or clients, customers, contractors, sponsors or suppliers on their online profile, you should first obtain the other party's permission to do so.

MONITORING

Worcestershire County Golf Limited may monitor a player or volunteer's social media activity it has approved. The purposes for such monitoring are to:

☐ Protect the reputation of Worcestershire County Golf Limited, stakeholders, suppliers and sponsors.

☐ Ensure players/volunteers conduct themselves in a manner that does not affect the security of any of its systems and its effective operation.

☐ Make sure there is no breach of confidentiality.

POLICY ENFORCEMENT

Breaching the terms set out within this policy could result in players/volunteers being required to remove offending content and the player/volunteer responsible being subject to an investigation (dependant on circumstances and the breach), which may result in removal from Worcestershire County Golf Limited, team or volunteer group.

FURTHER GUIDANCE

Please contact the County Secretary.

REVIEW

This policy will be subject to regular review and amendment & will follow changes made by Worcestershire County Golf Limited or England Golf.