



Social Media Policy

1. Purpose of Policy

This policy details the club's position on the use of social media.

2. Scope of Policy

This policy on social media applies to all those engaged within the Club including the Staff, committee members, volunteers, members and any third parties we engage with. Social media is the collective term referring to social and professional networking sites (for example Facebook, LinkedIn), microblogs (such as X), blogs, wikis, and other similar online mediums. This policy extends to all such sites and incorporates any future developments of such media. Breaches of this policy will be investigated and we retain the right to take disciplinary action, up to and including dismissal. This policy extends to future developments in internet capability and social media usage.

3. Policy

All IT resources are the Club's property, IT resources are dedicated to achieving our business and sporting objectives. Inappropriate use is not acceptable and excessive personal use is not permitted.

3.1 Personal Use

Personal use must not interfere with the Clubs commitments.

A limited amount of personal use of the internet and social media is permitted on club equipment, provided the following rules are observed:

- Personal use must comply with the requirements and general principles of this policy and all other internet, computer, security and data protection policies.
- Unless expressly permitted in writing for your role, you must not use our name, logos, images or comment on our customers, clients or business.
- Social media users must adequately protect passwords on such sites. The use of strong passwords is advised. You should not share your passwords/credentials with others or use other people's credentials to access such sites.

3.2 General Principles Regarding Usage

You must adhere to the following when engaging in social media.

- Be aware of your relationship with the Club when using online social networks. Social media users must always identify themselves and their role if mentioning or commenting on the Club.
- Be personally responsible for what you post or publish on social media sites. Where it is found that any information breaches any policy, such as breaching confidentiality or bringing the Club into disrepute, we reserve the right to take disciplinary action.
- Be aware of data protection rules – do not post someone's details or pictures without their individual permission. Photographs of club events should not be posted online unless you have specific permission as part of your role to do so. Please see our Data Protection Policy for further guidance and the Golf Ireland Safeguarding Policy for details relating to U-18's.
- Material in which the Club has a proprietary interest must not be transmitted, sold or otherwise divulged, unless we have already released the information into the public domain. Any departure from this policy requires the prior written authorisation of the Management Committee.



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- Recommendations, references or comments relating to professional attributes, are not permitted to be made about members, officers, stakeholders or employees on social media and networking sites.
- Once in the public domain, content cannot be retracted. Therefore always take time to review your content in an objective manner before uploading.
- Immediately report any inappropriate activity or behaviour regarding the Club, or third parties particularly where minors (U18) are concerned. All allegations made in good faith will be fully and confidentially investigated.
- Regularly review privacy settings and passwords on social media platforms to ensure they provide sufficient personal protection and limit access by others.
- The club reserves the right to utilise for disciplinary purposes any information that could have a negative effect on the Club which is discovered in internet monitoring, or is brought to the attention of the club by stakeholders, or members of the public, etc.
- All members are prohibited from using or publishing information on any social media sites, where such use has the potential to negatively affect the Club. Examples of such behaviour include, but are not limited to:
 - Publishing material that is defamatory, abusive or offensive in relation to any, office holder, member, employee or stakeholders
 - Publishing any confidential or business-sensitive information
 - Publishing material that might reasonably be expected to have the effect of damaging our reputation or professional standing.
 - Publishing untrue statements about the Club.

4. Enforcement

Non-compliance with the general principles and conditions of this social media policy and the related internet, e-mail, communications and confidentiality policies may lead to disciplinary action, up to and including removal from Club roles and membership.

This policy is not exhaustive. In situations that are not expressly governed by this policy, you must ensure that your use of social media and the internet is at all times appropriate and consistent with your responsibilities towards the Club.