



SOCIAL MEDIA POLICY FOR MEMBERS, GUESTS, VISITORS AND EMPLOYEES

Members, Guests, Visitors and Employees of Deeside Golf Club are reminded of their responsibility to act appropriately and professionally at all times when using social media sites to discuss Club matters and should consider carefully whether what you say is appropriate.

Scope

This policy applies to all members, guests, visitors and employees of Deeside Golf Club and to all uses of social media.

Purpose

This policy aims to ensure that the Club and members of the Club are not exposed to legal risks through the use of social media and that neither's reputation is adversely affected.

This policy applies to the use of social media for both Club and personal purposes. The policy applies regardless of whether the social media is accessed using the Club's IT facilities and equipment or equipment belonging to members.

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, Instagram, Tiktok, MySpace, Bebo, 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 members may use.

Use of social media

When using social media members, guests, visitors and employees should use the same safeguards as they would with any other type of communication about the Club that is in the public domain.

Members, guests, visitors and employees must avoid social communications that might be misconstrued in a way that could damage the Club's reputation, even indirectly.

Members, guests, visitors and employees are personally responsible for what they communicate in social media.

No one is permitted to set up social media accounts for Club purposes without first obtaining permission from the Club.

Members, guests, visitors and employees must ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of the Club.

Should anyone notice any inaccurate information about the Club online, they should report this to the Club Manager immediately.

When using social media members, guests, visitors and employees must not conduct themselves in a way that is potentially detrimental to the Club or brings the Club or its employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers into disrepute.

Members, guests, visitors and employees must not allow their interactions on social media to damage relationships with or between employees and members of the Club, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers.

Content posted on social media must not include personal information or data about the Club's members, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers without their express consent.

Members, guests, visitors and employees must not make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about the Club, its members, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers.

Members, guests, visitors and employees must not make any comments the Club or its members, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers that could constitute unlawful discrimination, harassment or bullying contrary to the Equality Act 2010 or post any images or video clips that constitute unlawful discrimination, harassment or bullying.

Members, guests, visitors and employees must not disclose any trade secrets or confidential, proprietary or sensitive information belonging to the Club, its employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers or any information which could be used by one or more of the Club's competitors.

Members, guests, visitors and employees must not breach copyright or any other proprietary interest belonging to the Club, including the Club logo.

Monitoring

The Club may monitor all social media activity. The purposes for such monitoring are to:

Protect the reputation of the Club, employees, officers, consultants, contractors, casual workers, volunteers, sponsors or suppliers; and
Ensure that members, guests, visitors and employees do not breach this policy.

Policy Enforcement

Breaching the terms set out within this policy could result in members, guests, visitors and employees being required to remove offending content and the person responsible being subject to action under Club membership rules and/or Club disciplinary rules.

Club Communications

Purpose:

This policy outlines the types of communication to be shared with members via email, app notifications, and social media. It also establishes responsibility for creating and distributing content to ensure consistent, relevant, and timely communication with our membership.

Email Communication:

The Club will issue email communication to members for the following:

Bereavements

Notification of the death of a member/member of staff.

Club Updates:

Weekly updates including Club news, competition results, and upcoming draws.

Team & Individual Success (Scratch Level or Higher)

If a member or Deeside team reaches the final of a scratch-level North East District, County Ladies, or National event.

If a member or Deeside team wins such a final.

Responsibility for Email Content:

It is the responsibility of the team organiser (e.g. Match & Handicap) to write a short summary ("blurb") of the achievement. This should include:

Name(s) of the player(s) or team

Host club

Final score or result

Brief context of the achievement

This summary should be sent by email to the Club Manager, or if unavailable, the Head Professional, for onward communication to the membership.

App Notifications (Club App or Member App)

The Club will use app notifications for the following updates:

Team Results

Pennant and other club teams representing Deeside at local level – match results, progress, or significant news.

Pro Shop Updates

Clubhouse updates

Notifications about events and promotions etc

Operational Notices

Updates of an urgent or important nature, including:

Road closures affecting access

Weather-related disruptions

Temporary course or range closures

Temporary Clubhouse closures

Social Media Communication

Social media (Facebook, Instagram, X, etc.) will be used to celebrate or highlight:

Representative Honours: When a member is selected to represent a North-East District, County, or National Team.

Finals Day Highlights: Notable achievements or moments from Club Finals Day.

Scope & Limitations

The Club will not communicate member achievements or general news outside the scope of this policy.

Requests for communication of personal achievements, external competitions, or other general notices will be politely declined unless they fall within the categories outlined above.

Policy updated July 2025.