



Byron Bay Golf Club

AUSTRALIA

Byron Bay Golf Club Ltd Social Media Policy

Intent

To provide clear information for what is considered acceptable and not-acceptable social media usage.

Note: The term stakeholders referred to in this policy includes, all historical, current and future:

- Employees (full time, part time and casual)
- Volunteers in any capacity
- Directors and Executives
- Suppliers and Customers
- Members and Visitors
- Any other individual or business that has a connection to the BBGC

BBGC Information Sheet

Social Media refers to the connection in an online environment, and it has become a key information source for many people.

Social media includes:

- Social networking sites eg. Facebook, My space
- Video and photo sharing websites eg. You Tube, Flickr
- Micro-blogging sites eg. Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards eg. Whirlpool, Google Groups
- Online encyclopedias eg. Wikipedia
- Any other websites that allow individual users or companies to post comments to the web.

Where Social Media differs from most other forms of traditional media is the ability to engage in true two-way communication and for virtually anyone to participate in, and contribute to content. Byron Bay Golf Club ("BBGC") recognises that most of its' stakeholders will use or interact with Social media on a business or personal level, wither at work or home.

With this recognition comes the need for a policy that ensures stakeholders who use Social Media in a personal capacity or as part of their business or job, have information to support responsible use where BBGC is involved including: its services, its people, its stakeholders and/ or other business related individuals or organisations.

This policy covers any stakeholders use of social media as part of their interaction with BBGC or in a personal capacity, and applies whenever the stakeholders use of social media relates to or impacts BBGC.

The policy also outlines the procedures an employee must follow if they wish to become an authorised BBGC Social media representative.

The policy applies to all stakeholders.

General Conditions of Use

- Any proposal for the use of Social media to engage with an audience or stakeholder will be evaluated by the Club Manager
- BBGC employees are bound by our Code of Conduct. The values, personal and professional behavior required under both of these codes apply to your interactions of engagements within Social media space.
- As is the case when speaking to someone face-to-face, over the phone or to a group in a public forum, BBGC employees are required to exercise prudence and good judgement when using Social Media.
- To assist its ongoing engagement and Social media strategy, BBGC has a group of Social media representatives. This group has a responsibility to engage in Social Media on behalf of BBGC. You may not comment on policy, strategy or operations unless you are authorized to do so in accordance with this policy. Information about becoming an authorized Social media representative is available further in this document.
- You are encouraged to contact authorized BBGC media representatives or Board delegates if you identify an issue that BBGC should be interested in or respond to. In the first instance, this should be through your immediate Supervisor/ Manager.
- Any personal social media interactions using BBGC information communication technology assets, whether the interactions relate to BBGC or not, are covered by this policy.

Remember that nothing is temporary online. The virtual world is full of opportunities to interact and share with people around the world. It's also a place where nothing is temporary and there are no 'take-backs'. A lot of what you do and say online can be retrieved, even if you delete it- and it's very simple for others to copy, save and forward your information.

Personal Social Media Use

Commenting within Social Media is equivalent to commenting publicly on radio, television or at a public speaking engagement.

As a member of the community, you have the right to make a public comment and enter into public debate on political and social issues. There are circumstances however, in which public comment is inappropriate unless you are specifically authorized by BBGC.

These include circumstances where:

- The implication that the public comment, although made in a private capacity, is in some way an official comment on BBGC activity or programs
- You are directly involved in advising or directing the implementation or administration of policy and the public comment would compromise your ability to do so

Outside of these circumstances, if you comment or write about BBGC in any capacity, you must observe the following guidelines:

- If your online profile in some way identifies you as a BBGC stakeholder, you should comply with this policy. It is recommended that you remove any reference to your relationship at, or contract with BBGC from your personal social networks.

- Make it clear that your comments are being made on your own behalf, not on behalf of BBGC. You should not imply that you are authorized to speak on BBGC behalf and you must use a disclaimer. For example “The views expressed in this post are my personal views only and do not necessarily reflect the views of BBGC”.
- Do not use your BBGC email address to publish comments or engage socially online. The identification of a BBGC email address linked to content online implies you are authorized to speak on BBGC behalf.
- Any online Social media engagement should not compromise or interfere with any part of your relationship with BBGC.
- Do not disclose or comment on any private, confidential or secure information. You must not publish private contact details or other personal or health information relating to any individual client or company.
- Ensure comments are respectful of the community in which you are interacting online.
- Do not post, or respond to, any inappropriate content (material that is offensive, obscene, defamatory, harassing, threatening, discriminatory, intimidating or otherwise inappropriate). Engagement in any such behavior is a breach of our Code of Conduct for employees.
- When accessing social media at work, you must do so in accordance with BBGC Internet and email policy which includes access and use of email and internet.

Be aware of your association with BBGC in your online social networks. It’s recommended that you remove any reference to your relationship with BBGC from your personal social networks and it’s also good practice to make sure your profile content is consistent with BBGC values.

Authorised Social media use

Why would you want to become an authorized BBGC social media representative? You may consider making a formal request if you identify any of the following:

- You have been nominated
- You have reason to believe that you are the authority in your area of work at BBGC
- You have identified a gap in the BBGC social media engagement that requires attention

In order to become an authorized BBGC social media representative, you must first have endorsement from your line Manager and then subsequently from the Club Manager.

Once authorized, you are required to undertake Social media training at BBGC before you can commence your representation.

When you engage online as an authorized BBGC Social Media representative, you must:

- Make it known that you are a BBGC employee and the specific business area of BBGC that you represent
- Only disclose and comment on public domain information. Your comments should be confined to factual information and should not express opinion on official policy or practice.
- Not disclose or comment on any private, confidential or secure information. You must not publish private contact details or other personal or health information relating to any individual.
- Not be the first to make an announcement (unless specifically given permission to do so).
- Ensure comments are respectful of the community in which you are interacting online.
- Seek written permission from Colleagues before writing about them.
- Not post or respond to any inappropriate content (material that is offensive, obscene, defamatory, harassing, threatening, discriminatory, intimidating or otherwise inappropriate).
- Respect copyright and comply with laws and fair use regarding copyrighted material. Employees should attribute work to the original author/ source and never publish information that is copyright restricted.

Reporting inappropriate use

If you notice inappropriate content relating to BBGC and/ or its employees or stakeholders (including bullying, inaccurate, private, confidential or classified information), you should report the incidents to your immediate Manager.

Responsible for Approval and Implementation

BBGC Board is required to approve the policy with implementation to be performed by the Club Manager.
