

DEVONPORT

COUNTRY CLUB

Devonport Country Club Incorporated Social Media Policy	Version: 1
	Date: 26.07.2021

PURPOSE

This policy is intended to inform all Club members of the Club's expectations and requirements for member's use of social media in a manner consistent with the good standing and reputation of the Club. It sets out a code of conduct with which all members are required to comply.

REASON

Social media is an important way that our Club raises its profile and standing in the community and communicates with its members. The use of social media in a positive and supportive manner may benefit the standing of the Club in the community, encourage sponsorship and contribute to the well-being of members and their enjoyment of the privileges of membership. The use of social media in a negative or abusive manner may result in harm or stress being caused to members or employees of the Club and a loss of standing, reputation, or support of the Club by its members and in the community.

DEFINITION

Social media means all online communication channels which include, but are not restricted to, such channels as Facebook, twitter, Instagram and snapchat.

GUIDING PRINCIPLES

1. Whenever members use social media, the following guiding principles apply to them. A failure to follow these principles may be deemed a breach of the Club's Code of Conduct justifying disciplinary proceedings being taken by the Board against such member.
2. A member, when using social media, should:
 - a. When posting material that in any way pertains to the Club, its members, employees, or Officers be respectful and supportive of such persons and of the Club's Mission as set out in the Club's strategic plan applicable from time to time.
 - b. Not act in a way that undermines the integrity or reputation of the Club or the public or member's confidence in the Club;
 - c. Not harass, bully, threaten, demean, or intimidate any Club member or any Club employee or elected Officer of the Club;
 - d. Not post or share content that might otherwise cause damage to the reputation of the Club or any its members, employees, Officers, or sponsors;
 - e. Not speak on behalf of the Club unless authorized to do so by the Club's General Manager;
 - f. Not post content that is obscene, offensive, threatening, discriminatory or is in any way unlawful.
3. The club welcomes the views and input of all members. Should members have any complaints or criticisms concerning the operation or the management of the Club, members are encouraged to raise them, preferably in writing, with the General Manager. Social media should not be used as the medium for raising or expressing criticism of the Club, its members, employees, Officers, or sponsors.