



Cambridgeshire Area Golf Union

SOCIAL MEDIA POLICY (COUNTY EMPLOYEES, OFFICERS, VOLUNTEERS AND PLAYERS)

A. SCOPE

1. This policy applies to all employees, officers, volunteers and county players (**'CAGU' personnel**) of **CAMBRIDGESHIRE AREA GOLF UNION** ('CAGU') and to all uses of social media.
2. In the case of employees this policy does constitute part of an employee's terms and conditions of employment.
3. For all other personnel this policy forms part of the volunteer/player agreement between CAGU and the volunteer/player and it is a condition of that agreement that volunteers/players will abide by the rules and policies made by CAGU from time to time.
4. CAGU recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our interests using a wide variety of social media;
5. CAGU uses social media in its work and recognises that all those involved in its work may also use social media either as part of their role or in their private lives. CAGU encourages the use of social media. Inappropriate use of social media can pose risks to our confidential information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks we expect all personnel involved with CAGU to adhere to this policy. The policy applies regardless of whether the social media is accessed using CAGU equipment or personal equipment belonging to individuals.
6. This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

B. PURPOSE OF THE POLICY

1. This purpose of this policy is to ensure that CAGU personnel are not exposed to legal and governance risks through the use of social media and that their reputation, and/or CAGU's reputation, is not adversely affected and also to ensure that everyone connected with CAGU is protected whilst using social media and feels empowered to contribute to collaborative online activity when it supports the activities of CAGU.
2. This policy aims to:
 - i. Ensure compliance with legislation
 - ii. Protect CAGU against liability for the actions of individuals; The lines between public and private communications can become blurred, so personnel should assume that everything written is permanent and can be viewed by anyone at anytime and assume that everything can be traced back to a CAGU source;
 - iii. Protect CAGU personnel, and to encourage them to take responsibility for what they write, exercising good judgement and common sense;
 - iv. Give clear guidelines on what CAGU personnel can say about CAGU activities;



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- v. Set out what CAGU expects from its personnel when using social media. It is important to remember that we are all ambassadors and that social media is never private;
- vi. Assist CAGU employees to draw a line between their private lives and their work

C. SOCIAL MEDIA DEFINITION

1. Social media is any 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, Twitter and LinkedIn.
 - video and image sharing websites such as YouTube and Flickr.
 - 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.
2. 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 CAGU personnel may use.

D. SOCIAL MEDIA ACTIVITIES

1. The following sections of the policy provide CAGU personnel with common-sense guidelines and recommendations for using social media responsibly and safely.
2. CAGU personnel should:
 - i. Use the same safeguards as they would with any other type of communication about CAGU personnel that is in the public domain.
 - ii. Avoid social communications that might be misconstrued in a way that could damage CAGU's reputation in any way.
 - iii. Take personal responsibility for what they communicate in social media (as part of their CAGU role or on personal sites). What is published might be available to be read by the masses including CAGU clubs, colleagues, volunteers and social acquaintances for a long time. This should be kept in mind before posting content.
 - iv. Not feel obliged to link their personal social media to any CAGU social media.
 - v. Ensure 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. .
 - vi. Should report to the County Secretary, as soon as possible, any inaccurate or alarming information about CAGU which comes to their attention on social media, especially any matter which raises safeguarding concerns.



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3. CAGU personnel should not;

- i. Other than in relation to CAGU's own social media activities or other than where expressly permitted by CAGU on networking websites, write critical comments about previous or current personnel and ensure that any personal views expressed are clearly stated to be theirs alone and do not represent those of CAGU.
- ii. Conduct themselves in a way that is potentially detrimental to CAGU or brings CAGU personnel or its member clubs into disrepute, for example by posting images or video clips that are inappropriate or links to inappropriate website content.
- iii. Allow their interaction on social media to damage working relationships with or between CAGU personnel and its member clubs for example by criticising or arguing with such personnel and/or clubs.
- iv. Include personal information or data about CAGU personnel or member clubs without their express consent (this could constitute a breach of the EU General Data Protection Regulations which is a criminal offence).
- v. Make any derogatory, offensive, discriminatory, untrue, negative, critical or defamatory comments about CAGU personnel or its member clubs (an individual may still be liable even if such persons are not expressly named in the websites or blogs as long as CAGU reasonably believes that they are identifiable).
- vi. Make any comments about CAGU personnel that could constitute unlawful discrimination, harassment, or cyber-bullying contrary to the Equality Act 2010 or post any images or video clips that are discriminatory or which may constitute unlawful harassment or cyber-bullying. Individuals can be personally liable for their actions under the legislation.
- vii. Disclose confidential, proprietary or sensitive information belonging to CAGU, its personnel or its member clubs.
- viii. Breach copyright or any other proprietary interest belonging to CAGU, for example using someone else's images without consent or failing to give acknowledgement where permission has been given to reproduce particular work. If individuals wish to post images, photographs or videos of their colleagues they should first obtain the other party's express permission to do so except that when entering a competition players are asked to give prior permission
- ix. CAGU personnel should not set up social media accounts related to CAGU without the consent of the Officers' Committee

E. MONITORING

CAGU may monitor personnel's social media activity. The purposes for such monitoring include:

- Protect the reputation of CAGU, its officers, volunteers, players, clubs and activities.
- Ensure CAGU personnel conduct themselves in a manner that is not detrimental to any person involved with CAGU.
- Make sure there is no breach of confidentiality.

F. POLICY ENFORCEMENT

Breaching the terms set out within this policy could result in a member of CAGU personnel being required to remove offending content and the person responsible being subject to an investigation



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(dependant on circumstances and the breach), which may result in removal from CAGU's volunteer group, or in the case of an employee, termination of employment.

G. FURTHER GUIDANCE

For further guidance please read the Social Media Usage Guidance document which is also available on the CAGU website.