



Social Media Policy

Lansdown Tennis, Squash & Croquet Club

Policy Brief & Purpose

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Scope

This policy refers to everyone in the Club regardless of position or status.

Policy Elements

The following principles apply to the use of social media on behalf of the Lansdown Tennis, Squash & Croquet Club as well as personal use of social media when referencing the Club.

- Employees, Committee Members and volunteers need to know and adhere to our Code of Conduct, and Employee Handbook when using social media in reference to the Club.
- Everyone should be aware of the effect their actions may have on their images, as well as the Club's image. The information that employees post or publish may be public information for a long time.
- Everyone should be aware that the Club may observe content and information made available by everyone through social media. Everyone should use their best judgment in posting material that is neither inappropriate nor harmful to the Club its employees, or members.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Everyone is not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the General Manager or the Chairman.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees, committee members or members should refer these enquiries to the General Manager or the Chairman.
- If employees, committee members or members should encounter a situation while using social media that threatens to become antagonistic, they should disengage from the dialogue in a polite manner and seek the advice of the General Manager.
- Employees, Committee members or indeed, members should get appropriate permission before they refer to or post images of current or former employees, members or participants. Additionally,

they should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with employee's or committee member's responsibilities at the Club.
- When using the Club's computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates the Club's Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.
- If employees publish content after-hours that involves work or subjects associated with the Club a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the Lansdown tennis, Squash & Croquet Club's positions, strategies or opinions."
- It is highly recommended that employees, committee members and volunteers related social media accounts separate from personal accounts, if practical. Our grievance procedure policy explains how employees and members can voice their complaints in a constructive way.