

Murwillumbah Golf Club Members and Employees use of Social Media

Statement

Social media has changed the way our society interacts and engages in conversation and dialogue.

It has also become an important and influential communication channel for Murwillumbah Golf Club.

Murwillumbah Golf Club uses social media to engage and connect with local residents and communities by providing information on Murwillumbah Golf Club services.

This document outlines how Murwillumbah Golf Club members and employees should conduct activities, and their expected behaviour, on social media.

Personal use of social media

Social media allows people to keep up to date with what's going on in their local community and with family and friends. However there are things Murwillumbah Golf Club members and employees need to know to ensure they are maintaining their obligations to Murwillumbah Golf Club when using social media.

It is ok to:

- Express your views respectfully on social media.
- Provide accurate information, which Murwillumbah Golf Club has already announced or is available publically, to respond to a Murwillumbah Golf Club related question or query that Murwillumbah Golf Club members see on social media sites. If you do comment on a Murwillumbah Golf Club related matter it is important to:
 - Ensure any information provided is correct
 - Uphold Murwillumbah Golf Club's reputation
 - Be polite and respectful

It is never ok to:

- Post comments or images in relation to Murwillumbah Golf Club that are fraudulent, offensive, threatening, discriminatory, misleading or defamatory.
- Make adverse comments about, or criticise, Murwillumbah Golf Club Directors, staff or members, even if this is done anonymously.
- Post comments or images that could bring Murwillumbah Golf Club into disrepute.
- Make comments or posts which could be perceived to be on behalf of Murwillumbah Golf Club.

In addition, Murwillumbah Golf Club members should be aware that if they like, share or comment on a social media post, that this could be seen by others to be endorsing the content or author.

Employees using social media in a professional capacity

Social media provides employees with an opportunity to develop professionally and learn about best practice, as well as highlighting innovation and successes at Murwillumbah Golf Club.

Employees using work-based social media tools

When using social media tools, employee apps or programs provided by Murwillumbah Golf Club it is important to ensure there is a welcoming environment for all employees.

- Remember to be polite and respect the opinions of others at all times.
- You should not access, engage or distribute any material that is inappropriate or unlawful.

Murwillumbah Golf Club Employees using or managing a Murwillumbah Golf Club social media channel.

All Murwillumbah Golf Club social media channels are managed and maintained by the General Manager or delegated employees.

Employees must have formal delegation attached to their roles to manage and maintain any of Murwillumbah Golf Club's social media channels.

Breach of by law

In situations where an employee's or members online behaviour potentially breaches this protocol, information will be sent to the Board for a decision as to what action is appropriate.