



# Great Yarmouth & Caister Golf Club

## Social Media Usage Guide

### To be read in conjunction with the Social Media Policy

Social media is HUGE, with over half of the UK population getting involved.

It seems everyone is having conversations, sharing photos and liking videos..... and so is **Great Yarmouth & Caister Golf Club**.

You can find **Great Yarmouth & Caister Golf Club** official presence on many of the most popular social networks such as Twitter, Instagram, Facebook and LinkedIn.

If staff, players, contractors or volunteers want to get involved we want them to do so safely and securely, while representing **Great Yarmouth & Caister Golf Club**. To help we've put together this guide to help YOU understand the Do's and Don'ts of social media so you can decide whether to dip your toe or drown in the ocean that is social media.

It's all about being responsible, remaining transparent, continuing to be reputable but most of all, having a voice!

### Social Media Guidelines

Getting started, types of profiles, what to consider.

There is more than one type of 'profile' in the social media/digital world. There are three distinct ways you can engage online...

#### Business

Our business profiles are those which represent the various parts of **Great Yarmouth & Caister Golf Club**, such as our @GY\_CaisterGolf Twitter feed or **Great Yarmouth & Caister Golf Club** Facebook page. These are the official **Great Yarmouth & Caister Golf Club** social media presence and feature our thoughts and news on our activities as well as those of our partners/sponsors and the wider golf industry. Sometimes clubs and golfers also use these profiles to raise issues and make contact with us.

The Marketing team looks after these official profiles, working alongside other teams where required. If we receive a query from a club or golfer the Marketing team will let the appropriate **Great Yarmouth & Caister Golf Club** representative/department know if we need a response.

#### Advocate

We encourage everyone to get online, but some staff, players, contractors and volunteers are more proactive and can become ambassadors for what we do. These are people who want to share their job with the wider world, and provided this is done responsibly they have our support, so we'll call these 'sponsored' presences.

Although these aren't run directly by **Great Yarmouth & Caister Golf Club**, we expect them to maintain a high level of integrity online as they will be seen as official spokespeople.

How do we decide what can be classed as an advocate presence? An advocate presence is owned and operated by an individual, but contains the **Great Yarmouth & Caister Golf Club** name/reference in its Twitter handle eg. @GYCGOLFLynne or its profile image or in the page name.

It must be set up using a @caistergolf.co.uk email address. This is so the profile can be seen as a feed relating to **Great Yarmouth & Caister Golf Club** and **Great Yarmouth & Caister Golf Club** views.

Although the user may include some personal posts, an advocate profile will have a rough 80% **Great Yarmouth & Caister Golf Club** / 20% personal split.

Although these profiles aren't managed directly by the Marketing team, they need to know who is using an advocate profile to keep a record and provide support and advice. Should any member of staff leave the company this advocate profile will be considered part of their **Great Yarmouth & Caister Golf Club** role and the account and its followers will remain with **Great Yarmouth & Caister Golf Club**.

#### **What to do with an advocate account if you are using a personal email address at the moment (staff only)**

We would need to work with the user to change the email address referenced on the profile to that of an **Great Yarmouth & Caister Golf Club** one and monitor the activity going forward.

OR

We would have a conversation with the user and request that they cease using the account in the manner of an advocate and set up a new account to be used going forward with an **Great Yarmouth & Caister Golf Club** email address.

#### **Personal**

Just what it says on the tin. We know there are many staff, players, contractors and volunteers at **Great Yarmouth & Caister Golf Club** who already actively use social media.

You don't have to let the Marketing team know, but you need to be mindful of the **Great Yarmouth & Caister Golf Club** Social Media Policy and/or the Volunteer Social Media Policy (which provides guidance that you're not causing yourself and **Great Yarmouth & Caister Golf Club** problems with the things you are posting) and also your own internet safety.

What you post is mostly about using your common sense and remembering your relationship with **Great Yarmouth & Caister Golf Club**.

We've got some **Do's and Don'ts** below that may help.

**Do** - always adhere to all of **Great Yarmouth & Caister Golf Club's** guidelines and policies, such as Data Protection, Social media and any other document.

**Do** - stay credible, be responsible, remain transparent and most of all, be yourself.

**Do** - give credit where credit is due. Do NOT claim authorship of something that isn't yours.

**Do** - be nice, have fun and connect. Social media is about connecting and communicating.

**Do** - admit when you are wrong or have made a mistake. Do this as soon as possible after you realise you have made the error.

**Don't** - set up a business profile without the approval of the Marketing team, and don't set up a sponsored profile without advising them.

**Don't** - post any form of confidential or private information. This includes customer details, colleague details, or information on how **Great Yarmouth & Caister Golf Club** operates (more information can be found in the **Great Yarmouth & Caister Golf Club** Social Media Policy)

**Don't** - be drawn into disputes or comment on things where you are not 100% sure of the facts. This could bring both yourself and the business into disrepute.

**If in doubt, don't post.** And remember, the Marketing and HR team is just a call away if you are concerned about anything.

### **On the topic of 'All opinions are my own'...**

Using the phrase 'All opinions are my own' (or any of its derivatives) is not a get out clause to write whatever you like on social media, in fact it has no impact whatsoever on how a journalist, partner or sponsor could use your tweet. If a member of staff, player or volunteer were to tweet that they 'hate working with a key partner', then a journalist can happily publish 'staff member at **Great Yarmouth & Caister Golf Club** hates Key Partner'. Claiming 'opinions are my own' won't matter to most people, even if they click far enough to see that disclaimer.

Easiest way to get past this? Don't tweet anything that you aren't sure is an official standpoint of **Great Yarmouth & Caister Golf Club**.

There are a few legal and ethical things you need to consider when using social media.

Just like when you're in the street or in the pub, or the golf club, things you say and do can cause you and **Great Yarmouth & Caister Golf Club** big problems, and sometimes the police may have to be involved.

Ultimately, if you don't follow these guidelines or use your common sense you could:

- Damage the reputation of **Great Yarmouth & Caister Golf Club**.
- Upset our clubs, customers, sponsors, partners or your fellow staff, players or volunteers.
- Put your job a risk.

Remember, when you're online, the following things still apply;

- Data Protection (using a customer's name or address is wrong. Don't use anything that allows someone to be identified)
- Defamation (don't incite 'slander' or libel against another person or company)
- Copyright (don't pretend someone else's idea was yours, give credit)
- All of **Great Yarmouth & Caister Golf Club's** key policies you have agreed to.