



Cambridgeshire Area Golf Union

SOCIAL MEDIA USAGE GUIDANCE (COUNTY EMPLOYEES, OFFICERS, VOLUNTEERS AND PLAYERS)

To be read in conjunction with the CAGU Social Media Policy

INTRODUCTION

Social media is widespread, with over half of the UK population currently using it in some form. Millions of people are constantly having conversations, sharing photos and liking videos. CAGU is also involved with its own website plus there are Twitter accounts using a CAGU name. In addition many individuals are sharing information on Facebook. Instagram and many other systems, and which may refer to CAGU or its personnel.

GENERAL PRINCIPLES

CAGU supports and welcomes the participation of employees, officers, volunteers and players (CAGU personnel). We encourage them to be involved and wish them to experience a safe and secure environment and one which does not cause damage to the reputation of CAGU, CAGU personnel or CAGU clubs and their members. Posting on social media is mostly about using common sense and remembering the relationship with CAGU, fellow personnel, clubs and their members.

Remember, when posting on social media the following still apply;

- Data Protection (do not post personal data or images without that persons approval)
- Defamation (do not incite 'slander' or libel against another person or organisation)
- Copyright (don't pretend someone else's idea was yours, give credit).

Failure to follow these laws could have legal consequences.

GUIDELINES FOR USE

The following key points should be followed at all times when using social media;

- Always adhere to all CAGU policies, such as Privacy (data protection), Social Media and any other CAGU document.
- Consider possible legal implications as listed above.
- Be responsible, remain transparent and do not use social media to damage the reputation of any person or organisation.
- Be mindful of where your posting may end up if resent and distributed.
- Give credit where credit is due.
- Admit when you are wrong or have made a mistake. Do this as soon as possible after you realise you have made the error.
- Do not set up a media address using the CAGU name without first seeking approval from CAGU.
- Do not post any form of confidential or private information. More information can be found in the CAGU Privacy and Social Media Policies on the CAGU website.
- Do not be drawn into disputes or comment on things where you are not 100% sure of the facts. This could bring both yourself and CAGU into disrepute.
- Do not use the expression "the opinions are my own" or similar wording. It has no impact whatsoever on how the comment may be used by others.

The overall consideration should always be..... **If in doubt, don't post it on social media**