



Standard Operating Procedure (SOP)

SOP A00005	Social Media
Sub-Committee:	Member Services'
Version:	3
Department:	Administration
Date Issued:	August 2015

Purpose

As a Member-based organisation, The Brisbane Golf Club (BGC) recognises the benefits of social media as an important tool of engagement and enrichment for its Members.

It is important that the reputation of BGC is not tarnished by anyone using social media tools inappropriately, particular in relation to any content that might reference the Club. When someone identifies their association with BGC, and/or discusses their involvement with the Club, they are expected to behave and express themselves appropriately.

This SOP has been developed to protect, promote and educate our golfing community about the use of social media in a safe and appropriate manner. It provides guiding principles to follow when using social media.

Scope

The SOP applies to our Committees, sub-committees, management team, staff and Members.

Social media includes, but is not limited to:

- social network sites including but not limited to Facebook, Twitter, Instagram, LinkedIn and Snapchat;
- video and photo sharing websites or apps including but not limited to YouTube, Vimeo, Flickr, Pinterest, and Tumblr;
- blogs, instant messaging including but not limited to WhatsApp and Facebook Messenger, social bookmarking, podcasts, media sharing and collaborative editing websites;
- commenting on blogs for personal or business reasons;
- leaving product or service reviews on retailer sites, or customer review sites;
- taking part in online votes and polls;
- taking part in conversations on public/private web forums (Reddit, message boards etc); and
- any other forum or technology which might be classified reasonably as social media.

The intent of this policy is to include anything posted online where information is shared that might affect our golfing community or BGC as a Club.

This policy is applicable when using social media:

- as an officially designated individual representing BGC on social media; and
- if you are posting content on social media in relation to BGC that might affect its golfing community.

Guiding principles

Whenever social media users are interacting on social media, in a professional or personal context, the following guiding principles should be considered and always applied.

A social media user should:

- Respond to others' opinions respectfully.
- Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use.
- Only disclose and discuss approved and publicly available information and content).
- Disclose conflicts of interest where able.
- Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property.

A social media user should not:

- criticise the BGC golfing community;
- harass, bully or intimidate or display any other form of inappropriate behaviour;
- post content that is obscene, defamatory, threatening, harassing, bullying; discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.
- defame any other person or entity;
- use any BGC intellectual property or imagery.
- post content that might otherwise cause damage to the reputation of BGC or bring it into disrepute.

Co-ordination and management of social media

The CEO, representatives from the management team and staff as well as representatives from our Committees will co-ordinate and manage the Club's social media presence and oversee the expansion of the Club's social media reach. Given the 24/7 nature of social media, the CEO may delegate responsibilities to others outside of the above.

The above will all maintain the balance between encouraging discussions and sharing information and maintaining a professional and appropriate online presence by ensuring:

- All posts are in keeping with the Club's core values in relation to the use of social media.
- Appropriate and timely action is taken to correct or remove inappropriate posts, including defamatory and/or illegal content, and in minimising the risk of a repeat incident.
- Appropriate and timely action is taken to remove posts that are asked to be removed by those mentioned in the posts.

- Appropriate and timely action is taken to repair relations with any person/s or organisation/s offended by an inappropriate post.
- Responses to social media such as blog comments and Facebook replies are moderated and monitored to ensure that:
 - trolling and spamming does not occur; and
 - offensive or inappropriate replies are removed.
 - offensive posters are cautioned.

Responses are provided for further requests for information generated by the post topic.

Posting to social media

Committees, sub-committees, management team and staff must not use social media to:

- post or display comments about co-workers, supervisors or the Club that are vulgar, obscene, threatening, harassing or in violation of the Club's Discrimination and Harassment Policy; and
- disclose any confidential information about the Club, its employees or Members.

Those who post to social media must ask themselves the following questions:

- Is the information I am posting or reposting likely to be of interest to the golfing community?
- Is the information in keeping with the interests and aims of the Club?
- Could the post be construed as an attack on another individual or organisation?
- Would the golfing community be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information to which it links and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that the Club would be happy to be associated with? and
- Is the tone and content of the post in keeping with other posts made by the Club, and does it maintain the Club's overall tone?

If there is any doubt about whether a post is suitable, it must not be posted until contact is made with the CEO. Content recommended to appear in the Club's social media assets should be emailed to the CEO.

Consideration towards others

There may be an expectation that photographs taken at BGC should not appear publicly online. In certain situations, BGC could potentially breach the privacy act or inadvertently make BGC liable for breach of copyright by posting this content. BGC will therefore not post content when they have been asked not to.

BGC will also immediately remove information about another person if that person asks them to do so.

Breach of policy

Detected breaches of this policy should be reported to BGC. If detected, a breach of this policy may result in disciplinary action from BGC. A breach of this policy may also amount to breaches of other BGC policies.

This may result in disciplinary action being required.

Moderating social media

The reputation of BGC is first and foremost, and this involves maintaining a safe and friendly environment for its golfing community. From time to time, social media forums may be hijacked by trolls or spammers, or people who attack other posters or the organisation aggressively. These posts need to be moderated, to maintain a pleasant environment for everybody.

Freedom of speech is to be encouraged but if posts contain one or more of the following, the CEO must take action:

- Excessive or inappropriate use of swearing.
- Defamatory, slanderous, or aggressive attacks on the Club, other individuals, organisations, projects, or public figures.
- Breach of copyrighted materials not within reasonable use.
- Breach of data protection or privacy laws.
- Repetitive advertisements.
- Topics which fall outside the realms of interest to Members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once, the CEO must:

- remove the post as soon as possible; and
- contact the poster if possible/appropriate, to explain why the post has been removed and highlighting the Club's posting guidelines.

If the poster continues to post inappropriate content, or if the post can be considered spam, the CEO must:

- remove the post as soon as possible; and
- ban or block the poster to prevent them from posting again.

Banning and blocking should be a last resort and used only when it is clear that the poster intends to continue to contribute inappropriate content. If that is the case, action must be taken swiftly to maintain the welfare of other social media users. The decision to block, ban and remove posts ultimately lies with the CEO but may, at his discretion, be delegated to others as appropriate.

Responsibilities and accountability

These signatures certify this Standard Operation Procedure has been reviewed and accepted, and demonstrates the signatories are aware of all the requirements contained herein and are committed to ensuring their provision.

Name	Position	Date
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Prepared by		
Geoff Kuehner	CEO	15/9/16
Revised by		
Geoff Kuehner	CEO	February 2021
Reviewed by		
Debbie Kember	Member Services' Chair	February 2021
Approved by		
Mark Deuble	General Committee	February 2021

Training, review and evaluation

The CEO will conduct the training associated with this SOP and will review and evaluate the SOP to update if required and reduce procedural drift.

Definitions

Social media - Social media means online interactive platforms that allow people to interact, engage and collaborate. This policy covers all forms of social media.

Spamming - the practice of sending unwanted email messages, often with commercial content, in large quantities to an indiscriminate set of recipients.

Trolling - the posting of controversial, inflammatory, irrelevant or off-topic messages in an online community such as online discussion forums, blogs or chat rooms, with the primary intent of provoking other users into an emotional response or to generally disrupt on-topic discussions.

Document History & Version Control

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