

# Private Club

## Social Media Policy & Registration

### Introduction

These guidelines apply to Sunningdale Country Club and Club Services employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media. Whether you log into Twitter, Wikipedia, Facebook, or other social network pages, or comment on online media stories — these guidelines are for you. A Social Media Policy & Registration completed and signed by a project owner must be submitted to the Marketing and Communications Director for every social media presence regarding Sunningdale Country Club.

While all Members and Services employees are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow these simple but important guidelines. These rules might sound strict and contain a bit of legal-sounding jargon but please keep in mind that our overall goal is simple: to participate online in a respectful, relevant way that protects our reputation and of course follows the letter and spirit of the law.

### Requirements

- 1. Live the values.** You represent the Club online, so demonstrate the same values you would in your offline interactions. Be transparent and state that you are a member or work at Sunningdale Country Club. Avoid posting content that might be interpreted as off-topic, offensive, antagonistic or overly defensive. Make sure your social media doesn't conflict with the established strategy for your Club, and be sure to defer to the Club Manager if concerns about the club and social media arise. A credible, respectful tone that suggests engagement, humility and authenticity will build trust with your audience and represent the Club well.
- 2. Use common sense and common courtesy.** For example, it's best to ask permission to publish or report on conversations you have in real life before posting information about them online. Make sure information is not meant to be private or internal to the Club before you post it or comment on it. Once such information is posted online, it might be impossible to get it back. Be smart about protecting yourself, your privacy, and the Club's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

**3. Connect with your audience.** Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at the Club. Social media offers a chance to socialize with your audience that traditional media lack; talk with them rather than to them. Take advantage of linking, commenting, and other features to make connections with your audience. There should be a value for your audience, it might just be thoughtful commentary about what's happening in your department, but giving them a reason to read again will help your relationship.

**4. Avoid sensitive issues.** Please never comment on anything related to legal matters, litigation, or any parties the Club may be in litigation with. Never participate in social media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your personal or business IP address. Refer all social media activity around crisis or litigious topics to the Marketing & Communications Director.

**5. Follow the basic rules.** Sunningdale Country Club has rules regarding what can be posted in social media. Make sure you follow the code of conduct for support staff and familiarize yourself with the rules surrounding copyrighted material. Review the club bylaw policy and make sure you're making important information available in at least one accessible location and that you make transcripts available for videos. All divisional social media must follow the club code of conduct and accessibility rules.

**6. Work hard and smart.** Social media is about quantity and quality. Post new information frequently, but make sure it provides value for your audience. Before starting your social media project, identify your goals for the program, how much time you'll need to put in and how you'll measure your success. Having a plan going in will help your social media project thrive. Remember that it's better to have no social media than to have social media that is updated infrequently.

**7. Moderate your media.** You are responsible for what other people say in the comments sections or wiki pages of your divisional social media presences. Set these up so that comments must be moderated before being posted, and check for comments in the moderation queue daily. Be aware of what people are saying on your pages, and take immediate reasonable action when you notice a problem or one is brought to your attention by a divisional co-worker.

## Code of Conduct

It is important to remember that the things we say verbally or in writing are our own responsibility. Sunningdale Country Club Rules Governing Personal Conduct of Employees prohibit making or publishing malicious statements concerning any employee, supervisor, member or the club and disparaging statements to the public concerning the club's business. These rules apply to social media as well as other outlets.

## Social Media Registration Form

Type of Social Media	
Location	
Launch Date	
Description (What information or content will be shared via this social media presence?)	
Purpose (what are the goals of this social media presence?)	
Evaluation (how will you measure you success in achieving the above goals?)	
Updating frequency (How often do you intend to update this social media presence?)	
What benefits does your social media presence offer potential users?	
Project Owner Name	
Title	
Phone	
Email	
Alternate Project Owner Name	
Title	
Phone	
Email	

## Agreement

I have read the Sunningdale Country Club Social Media Policy Guide and agree to adhere to the requirements outlined in this document when representing the Club in social media venues. If concerns arise about the efficacy of my social media efforts, their reflection of club values or goals or their ability to meet the guidelines in this document, I agree to work with the Club Manager, the social media task force and/or Marketing & Communications Director to address those concerns or to discontinue the social media presence(s) in question.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by: \_\_\_\_\_