

STOURBRIDGE LAWN TENNIS AND SQUASH CLUB LTD (SLT&SC)

SOCIAL MEDIA POLICY

This policy covers all forms of Social Media and applies to all SLT&SC members, staff and coaches.

This Club recognises that Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or access content.

The Club has chosen to use Social Media for a variety of purposes including communicating with its members and marketing, and individual members may use it to communicate information regarding the Club, for example promoting activities, and/or express their opinions related to their experience of sport within the Club.

It must be clear that any opinions expressed on Social Media by a member are personal opinions.

SLT&SC members, staff and coaches must abide by the following rules.

Online activity:-

- **Must not be used as formal correspondence to the Board or Club Management**
- **Must not interfere with the Club's operational arrangements**
- **Must not contain or link to defamatory or harassing or offensive content about a SLT&SC, its members, staff or coaches whether employed or self-employed**
- **Must not contain or link to pornographic or indecent content**
- **Must not comment or publish information that is confidential or proprietary to SLT&SC**
- **Must not bring the Club into disrepute**
- **Must not use the SLT&SC brand to endorse or promote any product, opinion, cause or political candidate.**

SLT&SC has the right to remove any content which infringes these rules.

Members must be considerate to the Club and other members, and must remove information about the Club or a member when reasonably requested to do so by the Club or the member.

Any breach of the above may result in disciplinary action being taken.

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