Communications and Social Media Policy

Policy Statement

All directors, staff, volunteers and committee members of Hertfordshire Golf Limited "The Company" will seek to advance the interests of the organisation.

The Director of Club Engagement (DCE) is responsible for maintaining the social media, marketing and advertising policies of the company, including the review, monitoring, enforcement and any modifications and improvements to the policies and procedures.

Before any marketing materials are released for publication or distribution they must be reviewed and approved by the DCE. This review is to ensure consistency with company policy, style guidelines and regulatory requirements.

Social Media

The following social media are used for business purposes. No other social media platforms are permitted:

- Facebook
- Instagram
- X

All communications on social media websites will be regularly reviewed to ensure approved users are adhering to company policies and procedures. Social media postings:

- Must be accurate and true
- Must not be used for inappropriate purposes or infringe copyright laws
- Must not be offensive, defamatory or slanderous
- Must not share confidential or private information

Contentious content will be deleted and flagged for review.

Personal accounts should not be used for instigating material or new posts about Hertfordshire Golf. Personal accounts may be used for sharing posts that Hertfordshire Golf has originated.

Communications and Marketing

The company uses the following communications methods to market our services:

- Website
- Social media
- Newsletters
- Flyers and posters
- Direct Mail
- Brochures and collateral materials
- Face-to-face with club delegates, club managers and club members through meetings and workshops
- Article reprints
- Case studies

The DCE will carry out regular reviews of the marketing and social media communications to ensure only approved language is used and that materials meet the required standards.

Marketing communications

- Must not contain any untrue statements of material facts that are false or misleading.
- Must not contain any guarantees (or promise) or any language that can be viewed as a guarantee.
- Must not include "absolute" language that cannot be proven.
- Statements, graphs, charts or infographics must be fully supported, sourced and documented.
- Opinions must clearly indicate the statement is an opinion or assumption and not presented as a fact.

Impartiality

Hertfordshire Golf will publicise and share information pertaining to its affiliated members but will seek to be fair and impartial, not promoting one club over another.

Hertfordshire Golf will not give third-party recommendation or promote services, goods or facilities except as part of a transparent advertising or sponsorship arrangement.

Testimonials or third-party advertisements that attest to the performance of county appointed coaches are prohibited.

Responding to a Crisis

In the event of a major incident, crisis or allegation, only those identified as part of the crisis management team are authorised to speak to the media or publish information on behalf of Hertfordshire Golf.

A major incident, crisis or allegation must be reported immediately to the County Secretary who will liaise with appropriate Board Members and will identify media spokespeople and manage media enquiries.

This policy is meant to supplement good judgment by staff, volunteers and committee members who should respect its spirit as well as its wording.

The overall responsibility for this policy lies with the Board.

Responsible Person: Director of Club Engagement
1st Adopted: 25 January 2022
Version Adopted: 21 January 2025
Next Review: January 2028