

4. CEO Report

S. Fraser

July 2014

Topics:

- Strategic Plan Update
 - Club Support Service
 - GA Initiatives
 - Communications Audit – Social Media Policy (attached)
 - NSW Open's
-

Notes:

Social Media Policy

Social media has become extremely popular because it allows people to connect and share information in the online world. It can take many different forms, including internet forums, online communities, social blogs, podcasts, pictures and video. Golf NSW currently engages in a range of social media platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn.

While all Golf NSW employees and officials are encouraged to participate in social media, we want to make sure everyone who does so is aware of some simple but important guidelines to help make the experience a positive one.

- You are responsible for what you say online, so it is a good idea to be transparent about your identity. It will add credibility to what you have to say. Remember that there is no such thing as anonymity in the online world.
- Feel free to identify yourself as a Golf NSW employee or official, but please do not make comments on behalf of the company - or which could be interpreted that way - unless it is your job to do so.
- Think carefully before you post comments or photos that relate directly or indirectly to the interests of Golf NSW. Things you post in an online environment could have a negative impact on the company and/or our stakeholders so if you have any doubts, make sure you check with your manager first.
- When you are engaging in social media, it is worth remembering that even comments posted in a “private” forum have the potential to be disseminated to the public at large. Before posting anything online, consider how you would feel if it ended up on the front page of The Daily Telegraph.
- Do not get drawn into aggressive or disparaging discussions online.
- Never (ever) participate in social media during, or after consuming alcohol.
- If you are going to use someone else’s work (e.g. diagrams, music, photos or ideas), it is important to mention or credit the author. Copyright theft is an increasing problem in the online world, and copyright owners are getting more vigilant at protecting their rights.
- Be smart about protecting your privacy online and respect the privacy of your Golf NSW colleagues. It is only ever appropriate to post information (including photos) about your colleagues in an online environment if you have obtained their permission first.
- Put simply – DON’T EMBARRASS YOURSELF AND DON’T EMBARRASS THE ORGANISATION.

As at 4 July 2014