2.12 Social Media Policy

Golf Ontario's employees, volunteers, board and team members reflect a diverse set of customs, values and points of view. As representatives of Golf Ontario, we require all parties to exercise good judgment in their use of Social Media and conduct themselves in a responsible and respectful manner. For this policy, Social Media refers to publications and commentary on social networking sites such as: Facebook, Twitter, Instagram, YouTube, LinkedIn, Reddit and Snapchat as well as blogs.

To assist in posting content to these sites, Golf Ontario has developed policies and guidelines for official and personal use of Social Media. Official use refers to anyone posting on behalf of the organization, with any form of Golf Ontario in their user name or description. Personal use refers to posts about Golf Ontario through a personal, non-affiliated account of an employee, volunteer, board or team member. Golf Ontario employees, volunteers, board and team members, are free to publish or comment via social media in accordance with this policy.

General Guidelines

1. The purpose of using Social Media channels on behalf of Golf Ontario is to support the organization's mission, goals, programs, efforts and events, including news, information, content and objectives.

2. When posting on behalf of Golf Ontario, refrain from reporting, speculating, discussing or giving opinions on Golf Ontario topics or personalities that could be considered sensitive, confidential or disparaging.

3. Confidential or proprietary information that has been shared with you should not be publicized on Social Media channels.

4. As in all communications, the employees, volunteers, board and team members should be consistent in their message when posting about Golf Ontario. Posters are not permitted to post information, photos or other representations of inappropriate behavior, or items that could be interpreted as demeaning or inflammatory. All communications will be respectful of others. This includes the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, and obscenity) but also proper consideration of privacy of objectionable topics, such as politics and religion.

5. Posters are encouraged to tag the accounts of players and coaches, along with images, as long as by doing so it does not release any personal information the subject does not already have on their account/handle.

6. Golf Ontario's social media assets are to be used for positive interaction. Please refrain from posting negative comments or criticizing anything; including players, officials, coaches, or organizations.

7. When posting on behalf of Golf Ontario, professionalism and quality must be maintained. This includes ensuring use of proper grammar, syntax, style and accuracy of information in all posts.

8. Posters will not use social media to promote goods or services not affiliated with Golf Ontario.

9. When material is posted on Golf Ontario social sites that does not follow the Social Media Policy, that material will be removed promptly or the individual who posted on an affiliated account will be asked to remove said post. It is not the intent of Golf Ontario to police accounts, so please, stay positive, humble and professional.

Guidelines for posting

If you see a misrepresentation of Golf Ontario in the media, you may point it out and report it to the Communications staff. Lively conversations are encouraged, but if you feel the values of Golf Ontario are being contradicted by a comment, it should be addressed immediately, with proper response and backing from the department, which it was directed at.

If an error is made, correct it quickly and if you modify an earlier post make it known that you have done so. If accused of posting something incorrect, seek official response from the department, which the issue concerns, and correct immediately.

Recommendations to effectively promote across social platforms

- Encourage others to share Golf Ontario content
- Use relevant hashtags
- Keep content fresh
- Use photos and videos as it increases interactions on posts
- Include links to website or other external post
- Use humour when appropriate
- Talk in posts as a person, not robot
- Respond to comments in timely manner and in a positive fashion
- Ask questions to create discussions
- Post stories, pictures and videos
- Commenting and retweeting is important but don't flood timeline
- Send messages to multiple channels (i.e. an Instagram post to Twitter)