



West Sussex Golf Club: Social Media Policy (For Members, Staff and Guests)

Purpose of This Policy

West Sussex Golf Club is a private members' institution built on discretion, mutual respect and an international reputation for excellence.

This policy exists to:

- Protect the privacy of members and their guests
- Safeguard the Club's reputation and intellectual property
- Prevent unauthorised commercial exploitation of Club facilities
- Ensure all digital activity aligns with the long-term interests of the Club

This policy applies to all members, staff, contractors and guests. For the purposes of this policy, "social media" includes (but is not limited to):

- Instagram
- X
- Facebook
- LinkedIn
- TikTok
- YouTube
- Blogs, vlogs and podcasts
- Any emerging digital platform enabling public or semi-public content sharing

The absence of reference to a specific platform does not limit the scope of this policy. All individuals associated with West Sussex must ensure that any online activity:

- Respects the privacy of fellow members and guests
- Reflects positively on the Club
- Does not disclose confidential or sensitive information
- Does not exploit the Club for personal commercial gain
- Reflects a duty of care towards junior members and adults at risk, in line with the Club's Safeguarding Policy

The Club's Safeguarding Policy applies at all times to the use of social media, particularly in relation to the protection of junior members and adults at risk.

Discretion is expected at all times.

1. Privacy & Imagery

- Photographs or video of members or guests must not be taken or shared without their explicit consent.
- Filming or photography for commercial purposes, content creation, influencer activity, brand partnerships or monetised platforms is strictly prohibited without prior written approval from the Club Secretary.
- Drone use is not permitted unless authorised in writing.
- Locker rooms, private areas and staff spaces must never be photographed or filmed, without expressed permission of the Club Secretary.

2. Protection of the Club's Reputation



The following are prohibited:

- Derogatory, offensive or discriminatory comments relating to the Club or its community
- Commentary that could reasonably be considered damaging to the Club's reputation
- Disclosure of confidential Club matters, internal discussions or operational decisions
- Publication of internal communications
- Misrepresentation of personal views as official Club positions

West Sussex is recognised internationally as one of the world's leading courses. Members and staff are expected to act in a manner that upholds that standing.

3. Commercial Activity & Personal Brand Building

Access to West Sussex Golf Club must not be used to:

- Develop or promote a personal media profile
- Build a social media following
- Create monetised golf content
- Support sponsorship arrangements
- Promote third-party products or services

The Club's course, facilities and events may not be used as content assets for private commercial benefit.

Any media or content collaboration must be formally approved by the Club in advance.

4. Intellectual Property

The Club crest, logo, photography, course imagery and brand assets remain the property of West Sussex Golf Club.

Unauthorised use for commercial or promotional purposes is prohibited.

5. Responsibility for Guests

Members are responsible for ensuring that their guests comply with this policy.

6. Breaches

Failure to adhere to this policy may result in disciplinary action in accordance with the Club's disciplinary procedures.

The Club reserves the right to request the removal of any online content that it deems contrary to its interests.

7. Sharing West Sussex Social Media

We are very happy for anyone to share official West Sussex social media to their own accounts/feeds and show their followers and contacts our wonderful course.

April 2026
Club Secretary
Mr Steve Slinger