



# Social Media Policy

## Table of Contents

1.0	Introduction .....	2
2.0	What we mean by social media .....	2
3.0	Using social media to promote our Railway.....	2
4.0	Using SVR equipment for personal social media activities ....	2
5.0	Monitoring of SVR equipment .....	3
6.0	Using personal equipment.....	3
7.0	Posting responsible content on social media sites .....	3
8.0	Breaches of this policy .....	4
9.0	Status of this policy and new instructions .....	4
10.0	Links to other policies .....	4

Corporate Record	Number	Date	Issue	Author	Page	1
	SMS-POL-137	11/10/12	1	N. Ralls (General Manager)	Pages	4



# Social Media Policy

## 1.0 Introduction

Social media can be a positive method of communication and of sharing opinions and news about what goes on around the SVR. However what is posted on these sites can also have a strong negative impact where what is posted is inappropriate, dangerous or brings the railway into disrepute. It can also result in legal action against the railway in some circumstances.

Therefore this policy has been designed to:

- Establish clear rules on personal usage of social media which relate to the SVR.
- Maintain the heritage aspect of the SVR.
- Outline our policy on using social media and promote our Railway.
- Remind you that monitoring does take place from time to time.
- Make clear that that what you say on social media sites, which relates to the SVR even outside of your SVR volunteer or working time, is not private. Any comment which brings the SVR, its staff, passengers, suppliers or customers into disrepute will not be tolerated. Similarly, any comment which infringes the company's bullying and harassment policy (as laid out in the relevant staff handbook), will not be tolerated.
- Explain the possible consequences of policy breaches

All references to staff include both paid and volunteer staff. All references to others includes staff, customers, passengers and suppliers

## 2.0 What we mean by social media

Social media means:

- Social networking sites such as Facebook, Google+, Twitter and MySpace.
- Professional networking sites such as LinkedIn.
- Online chat rooms and forums (including password protected forums), such as National Preservation or the SVRA forum and blogs.
- Other social media such as YouTube and Flickr.

Hereafter references to 'Social Media' cover all of the above and any which are classified as Social Media sites.

## 3.0 Using social media to promote our Railway

If your role on the SVR involves using social media for Railway purposes, e.g. for event promotion, you must stay within the following parameters:

- You should always identify yourself by name and role.
- You should not contravene our equality or harassment and bullying policies, make comments which may harm the reputation of the Railway, its staff or customers or divulge confidential information.
- You should not use the SVR logo and marketing material unless specifically authorised to do so.
- You should always correct any mistakes immediately you become aware of them.
- You should not say anything about a third party which is defamatory or is intended to cause offence.

We use social networking sites to advertise staff vacancies.

## 4.0 Using SVR equipment for personal social media activities

You may make limited and reasonable use of company equipment, including PCs, laptops and smartphones to access social media whilst you are at work or signed on, as long as this is done mainly outside of working hours and during breaks and does not interfere with your duties. You must

Corporate Record	Number	Date	Issue	Author	Page	2
	SMS-POL-137	11/10/12	1	N. Ralls (General Manager)	Pages	4



# Social Media Policy

not access any inappropriate or offensive websites and you must comply with the rules on responsible content set out below.

## 5.0 Monitoring of SVR equipment

We log and audit the use of company computers, laptops and tablet devices, including email, internet and other computer use. Auditing software may be installed to monitor which internet sites you visit. We will look at the content of what you have posted or uploaded where we have reasonable need to do so. We do this in order to investigate and detect unauthorised use of our equipment in breach of our policies, including social media use.

## 6.0 Using personal equipment

You must not use your own equipment (e.g. your smartphone or tablet computer) to access social media when you are supposed to be at work or signed on or engaged in safety critical work. Usage must only be in breaks and time outside working hours.

## 7.0 Posting responsible content on social media sites

When using social media sites you are operating in a public space and your conduct may have serious consequences for the Railway its staff, its passengers, customers, suppliers and other affiliates. Monitoring of these sites does take place from time to time.

You should comply with the following basic rules whenever you are using social media sites, whether using our equipment or your own equipment and whether you are doing so during or outside of working time.

Do:

- Say 'I' rather than 'we' in any context where you might be construed as talking about our organisation, even if you have not named us.
- Remember that conversations between 'friends' on Facebook are not truly private and can still have the potential to cause damage.
- State that the views you are expressing are your personal ones, not those of the Railway, in any situation where you disclose that you are staff (paid or volunteer) within the organisation or where this could be inferred.
- Report to your Head of Department or Line Manager if you see anything on a social media site that indicates that a colleague may have breached this policy. This is the appropriate channel for raising issues in the first instance, not social media sites.

Do not:

- Make comments which could damage the reputation of the Railway or its staff.
- Make comments which could damage the Railways relationships with its passengers, customers, suppliers and other affiliates.
- Use social media to insult, embarrass or offend a colleague, passenger, customer or supplier.
- Use social media to bully, or harass or discriminate against any colleague in contravention of our bullying and harassment policy (see relevant staff handbooks).
- Comment on sensitive business-related topics such as problems with locomotive management or the Railway's financial performance if it is likely that you do not know the full facts.
- Make comments concerning accidents or incidents on the railway where the full facts are not known. In particular, do not comment on the occasion of the Major Incident Plan being activated (this is the job of the SVR Media Liaison Officer – see SMS-PROC-105).
- Post comments or pictures or videos which are inconsistent with the requirements of your role or the image it requires you to project.

<b>Corporate Record</b>	Number	Date	Issue	Author	Page	<b>3</b>
	SMS-POL-137	11/10/12	1	N. Ralls (General Manager)	Pages	<b>4</b>



# Social Media Policy

- Post pictures or videos of yourself wearing Railway uniform unless this projects a positive image of the company.
- Use an SVR e-mail address to register on social media sites.
- Post anything which would be in breach of any rules or of the relevant staff handbook.
- Divulge confidential information about the Railway, customers or suppliers.

## 8.0 Breaches of this policy

Any breach of this policy will be taken seriously and may lead to disciplinary action. In serious cases, such as posting material which could damage the Railways reputation, or which amounts to bullying and harassment or the disclosure of confidential information, this could include dismissal under the relevant code of conduct and disciplinary procedure.

You must remove any material posted in breach of this policy upon our request.

You must co-operate to the fullest extent possible in any investigation into suspected breaches of this policy. This may include handing over any relevant passwords in situations where we need these passwords in order to investigate a suspected breach of data protection or privacy.

If the effect or meaning of any part of this policy is unclear you should seek clarification from your Head of Department or Line Manager.

## 9.0 Status of this policy and new instructions

This policy does not give contractual rights to individual staff (paid or volunteer). The Railway reserves the right to alter any of its terms at any time although changes will be notified via the Working Members Newsletter and SVR Online.

## 10.0 Links to other policies

Equality Policy.

Disciplinary policy and code of conduct.

Staff Handbook.

<b>Corporate Record</b>	Number	Date	Issue	Author	Page	4
	SMS-POL-137	11/10/12	1	N. Ralls (General Manager)	Pages	4