



## Social media policy

This policy applies to all Chasewater Railway volunteers and members. It is in place to help protect both Chasewater Railway and yourself. Chasewater Railway recognises that Social Media is a normal part of our work and social lives but also recognises the potential pitfalls that are possible for organisations, businesses and individuals when using such resources.

### Posting comments on line

Members who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media must be careful to observe the following guidelines. It applies to anyone who contributes to Twitter, Wikipedia, MySpace, Facebook, Flickr, other similar websites, or comments on online media articles such as press, TV and Radio etc.

While all members are welcome to participate in Social Media, we expect everyone who participates in online commentary to understand and to follow a few simple but important guidelines. These will enable you to participate online in a respectful, relevant way that protects our reputation, yours and of course follows the letter and spirit of the law.

- Be transparent and state that you are a member of Chasewater Railway if you are making comments relating to the railway, fellow members or locomotives and stock. Your honesty will be noted in the Social Media environment. If you are posting about Chasewater Railway publicly then it is advisory to use your real name, identify that you volunteer for Chasewater Railway, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
- Chasewater Railway and any other group or organisation of which you disclose that you are a member in your profile and profile pictures may by association be considered by some to be responsible and/or liable for comments made by yourself when posting online even irrespective of the legal position so please consider your online posts and the potential repercussions to the reputation of the railway of which we are all proud to be part. If you are in any doubt then add a simple disclaimer such as "This is my personal opinion and not representative of any organisation with which I am associated."
- It's best not to post any information about your personal life that could be misconstrued by someone looking to make mischief. It is quite easy nowadays to build a profile of an individual by linking all their web presences so don't write anything you wouldn't want to become completely public, even when commenting on your social activities.
- Be smart about protecting yourself, your privacy, and Chasewater Railway's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory and the internet never forgets, even if you think you've deleted a posting.
- Never represent yourself or Chasewater Railway in a false or misleading way. All statements must be true and not misleading; all claims and statements must be capable of substantiation.
- Remember that any media enquiries must always be referred to our PR department or a trustee before commenting on behalf of the railway.
- Post meaningful, respectful comments — in other words, please no remarks that are offensive in any way. Ensure your social networking content is consistent with our company policies on harassment, confidentiality, data protection etc. Never make any comments which could be construed as racist, sexist or homophobic.
- Use common sense and courtesy: for example, you must ask permission to publish or report on conversations that are meant to be private or internal to Chasewater Railway. Make sure your efforts to be transparent don't violate Chasewater Railway or a fellow colleague's privacy or confidentiality.
- Try to avoid comments about other persons or organisations which could be construed as negative or defamatory in any way.
- Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Chasewater Railway. Always remember however that you are personally liable for anything you post online.
- When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and feel free to ask management for advice and/or to disengage from the

dialogue in a polite manner that reflects well on Chasewater Railway. Best advice is never reply to a post whilst angry or upset, take time out and then re consider your next response carefully and may be not responding at all can also be considered.

- If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions beforehand. All in all it is strongly recommended that you do not comment on our competitors in your writings especially never in a negative fashion and in all cases you must emphasise this is your opinion not that of Chasewater Railway's.
- Never comment on anything related to contractual matters, litigation, or any parties with whom Chasewater Railway may be in litigation or have a dispute.
- Do not mention details of any rumours, acquisitions, contracts, visiting stock/locomotives etc. – Never identify any clients, customers or fellow volunteers without their consent. Do not make any forward-looking statements such as 'we expect xyz to happen...' or 'xyz will be visiting' etc. or post event information without the approval of the General Manager first.
- **Never participate in Social Media when the topic being discussed may be considered a sensitive or crisis situation, e.g. Accidents, incidents, reportable incidents, rail accidents, mishaps, protests or industry-wide events etc. financial disclosures, commercially sensitive information such as profits, costs, and supplier deals etc. Even anonymous comments may be traced back to your or Chasewater Railway's IP address. Refer all Social Media activity around such events to the General manager / Duty Controller as appropriate to the incident.**
- **Never comment on behalf of the railway unless you are authorised to do so however provoked, upset or in disagreement with a posting, review etc. you may be. Chasewater Railway is not liable for anything you post unless you are asked to do so by the Trustees or a department manager. Remember it is easy to destroy a good reputation with inappropriate replies.**
- **Above all, when posting and participating in Social Media activities please use your common sense at all times!**

#### Use of company equipment:-

Volunteers may access Social Media sites from company computers and phones when on the premises so long as it does not interfere with their normal work / safe operating priorities – this usually means that such access should be restricted to administrators; otherwise, we recommend you only use them during lunch breaks etc. wherever possible please.

**Any breach of this social media policy by a member(s) may result in action by the trustees as appropriate and in accordance with the current membership rules if it is felt necessary to protect the interests of Chasewater Railway.**

**You should not expect your Social Media interactions received or sent on company computers or mobile devices to be private.**

**Chasewater Railway may monitor and record information about your access to the railway's IT and communication systems such as logging on to social media sites as well as actual content. We may do this, for example for security or where allegations have been made, at any time and without notice.**

**Chasewater Light Railway and Museum Company will accept no responsibility or liability for any of your posts / comments made if you are in breach of these guidelines as far as the law allows.**

**Nothing contained here affects any of your rights and in all cases the law(s) in place at the time of any incident this document applies to will prevail.**

**Thank you for your cooperation and understanding and the trustees are happy to discuss this document or offer advice if you have any concerns or suggestions regarding this policy.**

**For and on behalf of the board of trustees**

Last Reviewed 06/01/2015