



Peak Railway Association social media policy

Definitions

The policy covers the actions of all members of the Peak Railway Association. 'Peak Rail' refers to any activity taking place on or off the railway undertaken by members of the Peak Railway Association. A reference to 'staff' means members of the Peak Railway Association who are volunteers on the railway. All references to 'others' includes customers, passengers, suppliers and Peak Rail Plc employees.

Introduction

Social media can be a positive method of communication and of sharing opinions and news about what goes on around Peak Rail. 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. Publication and commentary on social media carries similar obligations to any other kind of publication or comment in the public domain. Before using social media to promote Peak Rail you must read this policy. This policy has been designed to:

- Establish clear rules on personal or group usage of social media which relates to Peak Rail
- Maintain the heritage aspect of Peak Rail
- 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 what you say on social media sites, which relate to Peak Rail even outside of your Peak Rail volunteer time, is not private. Any comment which brings Peak Rail, its staff, passengers, suppliers or customers into disrepute will not be tolerated. Similarly any comment which infringes any current Peak Rail bullying and harassment policy will not be tolerated.

What we mean by social media

Social media is an evolving field so examples given may change during the validity of this policy

- Social networking sites such as Facebook, Google, Twitter, My Space, YouTube Instagram, Snapchat, Clubhouse and Tik Tok
- Professional networking sites such as LinkedIn and Glassdoor

- Online chat rooms and forums (including password protected forums) such as National Preservation, Peak Rail Volunteers Past and Present and other groups on Facebook, Reditt, WNXX
- Other websites and online spaces that let you create or share content such as Trip Advisor and comment sections of other websites
- Personal or group blogs

References to 'Social media' cover all of the above and new media as it is created.

'Social media content' means content created or shared on social media in any format including:

- Comments
- Posts
- Links from personal sites to Peak Rail (e.g. volunteering roles)
- Text
- Images
- Videos
- Audio

Using social media to promote Peak Rail

If your role on Peak Rail involves using social media on railway purposes e.g. for event promotion, you must

- Identify yourself by name and role
- Not contravene any Peak Rail equality or harassment and bullying policies in force when you make the comment
- Make comments which may harm the reputation of the railway, its staff or customers or divulge confidential information
- Not discuss issues sensitive to Peak Rail
- Not use any Peak Rail logo and marketing material unless specifically authorised to do so
- Ensure that there are no typos or grammatical errors in any content you post and that any images are appropriate and of good quality
- Always correct any mistakes immediately you become aware of them
- Do not say anything about a third party which is defamatory or is intended to cause offence
- Disclose any passwords used on Peak Railway Association equipment to third parties

The point of contact for social media issues is the Secretary of the Association.

Using Peak Rail equipment for personal social media activities

It must not interfere with your duties. You must not access any inappropriate or offensive websites when using Peak Railway Association equipment and must comply with its social media policy.

Monitoring of Peak Rail equipment

We maintain the right to audit the use of Peak Railway Association computers and other electronic devices. 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.

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 Peak Railway Association Peak Rail plc and its staff, passengers, customers, suppliers and other affiliates. Monitoring of these sites does take place from time to time.

You need to comply with the following basic rules whenever you are using social media whether on Peak Railway Association or your own equipment or your own equipment and whether you are doing so during or outside of working time

Do

- Share your name and role at Peak Rail
- Say 'I' rather than 'we' in any context where you might be construed as talking about Peak Rail, even if you have not named us.
- Remember that conversations between 'friends' on social media are not truly private and can still have the potential to cause damage
- State that the views you are expressing are your personal views, not those of Peak Rail in any situation where you disclose that you are staff or where this could be inferred.
- Report to your Head of Department or a Director 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.
- If you have a personal blog or website you must ensure that comments posted on this in a personal capacity do not conflict with this social media policy.

Do not

- Create or share content that could damage the reputation of the Peak Railway Association, Peak Rail plc, its staff, passengers, suppliers and customers.
- Make comments which could damage Peak Rail's 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 harass or discriminate against any colleague
- Comment on sensitive business-related topics.
- Make comments concerning accidents or incidents on Peak Rail where the full facts are not known. In particular, do not comment on the occasion of a Major Incident Plan being activated.
- Post comments or pictures or videos which are inconsistent with the requirements of your role or the image it requires you to project
- Post pictures or videos of yourself wearing Peak Rail uniform unless this projects a positive image of the company.
- Use a Peak Rail e-mail address to register on social media sites
- Post anything which would be in breach of any rules
- Divulge confidential information about Peak Rail, its customers or suppliers or any 3rd party involved in consultations or negotiations with the Peak Railway Association or Peak Rail plc
- Do not infringe the copyright of images owned by a third party

Be aware

- Of imposter social media accounts that look like they belong to a particular company. If you are in doubt about an account's legitimacy seek further advice before responding.
- Of the possibility of social media identity theft and cloning of personal profiles

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 Peak Rail's reputation, or which amounts to bullying and harassment or the disclosure of confidential information, this could lead to the termination of your membership under the relevant code of conduct and disciplinary procedure.

Status of this policy and new instructions

The Peak Railway Association reserves the right to alter any of its terms at any time although changes will be notified via the Peak Railway Association website

This policy was last updated on 13th July and will be reviewed in July 2023