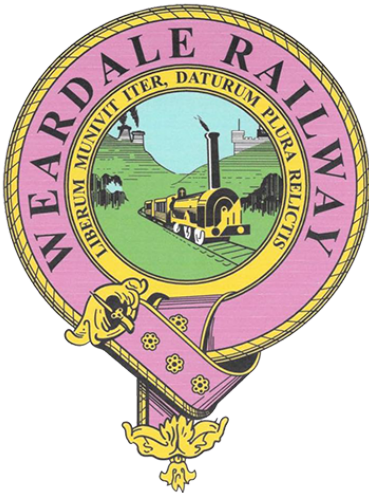


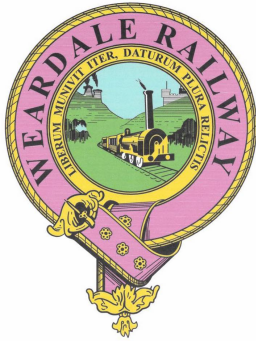
2022



Social Media & Online Networking Policy

WRT 01/22

WEARDALE RAILWAY TRUST



Weardale Railway Trust Social Media & Online Networking Policy

Introduction

With the progression of communication technology in recent years, there has been an increasing popularity in the use of social networking sites, providing the capability to communicate with friends, family and wider audiences anywhere at anytime.

The widespread use of social media provides an effective means to promote the Weardale Railway Trust and its activities, however it is important to ensure that any content posted online does not adversely impact on individuals, the Trust or the Railway as a whole.

Social media is defined as online websites and applications that enable users to create and share content, ideas and thoughts through virtual social networking on the Internet.

Scope and Purpose of the Policy

This document is the Social Media and Online Networking Policy for the Weardale Railway Trust. It has been written and approved by the board of directors and will be reviewed on an annual basis.

The purpose of this policy is to advise those associated with the Weardale Railway Trust who wish to participate in online social networking and to establish clear guidelines as to what is acceptable and what is not.

Social networking as covered by this policy refers to any type of posting on social media, including, but not limited to, Facebook, Twitter, LinkedIn, Instagram, Snapchat and TikTok. Other platforms allowing for online posting and commenting, such as YouTube, discussion forums, blogs and online news websites also fall within the scope of this policy.

This policy applies to all staff and volunteers of the Trust.

Guidelines

The directors of the Weardale Railway Trust recognise that volunteers may wish to engage in the use of social media whilst on and off duty. The Trust encourages the safe and responsible use of social media to promote the Railway and its aims.

The following guidelines are in place to protect the reputation and business interests of the Weardale Railway Trust and Weardale Railway Limited. Therefore any posts or comments must not bring the Railway into disrepute or cause distress to individuals.

Volunteers must agree to adhere to the following arrangements:

1. Any use of personal electronic resources such as smartphones and tablets to access social media, must be in accordance with Weardale Railway Limited's Rule Book and Safety Management System.
2. Use of social media platforms via Trust-owned electronic resources such as desktop computers, smartphones and tablets is prohibited whilst on duty, unless it constitutes part of that person's duties for promoting activities and marketing.
3. Do not post any content that may portray the Weardale Railway Trust or Weardale Railway Limited in a negative way or discredit their services and product offerings.
4. Do not criticise the Railway's competitors, suppliers or contractors, or discredit their services and products.
5. Do not criticise or offend other railway staff or volunteers either online or openly in publicly accessible areas. Remember visitors to the railway may photograph and film railway staff (intentionally or otherwise), which could be posted online.
6. Owners of other third party social media groups or websites must not allow their users to criticise staff and volunteers of the Weardale Railway Trust or Weardale Railway Limited, either directly or by allusion.
7. Staff and volunteers must take care when posting that they are not fraudulently portraying themselves in such a way that may be interpreted as representing official Trust or Company policy.
8. Any comments that elicit media interest must, in the first instance, be referred to the directors of the Weardale Railway Trust or the management of Weardale Railway Limited before responding.
9. Do not use social media to raise grievances or complaints against the Weardale Railway Trust or Weardale Railway Limited. Always contact the Trust directors in the first instance.
10. Do not share any personal information or contact details, such as telephone numbers and e-mail addresses on an open forum.
11. The use of obscene language, including swearing and sexually oriented or racially offensive comments, and the posting of inappropriate imagery will not be tolerated.
12. Trust volunteers have the right to reject a friend request from any other volunteer or employee of Weardale Railway Limited without fear of reprisal.
13. Under no circumstances must confidential or commercially sensitive information be posted on public social media.
14. Any online content that raises a safeguarding concern must be reported to Designated Safeguarding Lead, as outlined in the Trust's safeguarding policy.

15. Online postings must not breach or contravene other Trust policies, such as privacy and data protection, safeguarding, equality and diversity or codes of conduct.

Remember when representing the railway, all volunteers are ambassadors for the Trust, so everyone must remain professional at all times whilst on and off duty.

Trust Website and Social Media Channels

In addition to the Trust website, the Weardale Railway Trust also utilises Facebook and Twitter to promote the activities of the Trust and the Heritage Service. These feeds are moderated by group admins consisting of Trust directors and volunteers to ensure that posts and comments are relevant and respectful of others. Security is set appropriately to protect the interests of the Trust.

The Trust reserves the right to edit or remove comments that may be deemed inflammatory or would have an adverse affect on the reputation of the Trust and the Railway.

If any volunteer becomes aware of inappropriate material, inflammatory posts, false information or defamation on Trust managed social media or other websites, they are advised to report this to a Trust director.

In accordance with the Trust's Safeguarding policy regarding young volunteers and visitors under the age of 18, the Trust will always seek parental consent and the consent of the child before publishing photographs that could easily identify them on the Trust's website and social media channels. In such instances only the first name of the child will be used.

Procedures

The use of social networking is subject to the policies and disciplinary procedures of the Weardale Railway Trust. Failure to comply with this policy could lead to individuals being excluded from volunteering at the Railway. In areas concerning libel and defamation, individuals risk criminal prosecution.

Volunteers may be required to remove online postings that are deemed to constitute a breach of these policies.

All active volunteers of the Weardale Railway Trust will be provided with a copy of this policy at induction and its importance explained.

Relevant Publications

Weardale Railway Trust:

- Safeguarding & Child Protection Policy - WRT 05/19 (Revised December 2021)
- Safeguarding Vulnerable Adults - WRT 07/19
- Privacy & Data Protection Policy - WRT 04/18
- Equality & Diversity Policy - WRT 03/18
- Directors Code of Conduct - WRT 06/19

Weardale Railway Limited:

- Rule Book - WR/SMS/R/1 (Version 1)
 - Safety Management System - WR/SMS/1 (Version 3)
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WRT Social Media & Online Networking Policy Version 1

Policy First Drafted: Spring 2022

Date Approved by Board	11th April 2022	
Date Review Due	10th April 2023	
Signed by and on behalf of Weardale Railway Trust	Name: <i>Kevin Richardson</i> Position: <i>Chairman</i>	Signature: <i>K Richardson</i>
Signed by and on behalf of Weardale Railway Trust	Name: <i>Thomas Hatton</i> Position: <i>Director</i>	Signature: <i>T Hatton</i>