

East ​ Herts​ ​ Miniature​ ​ Railway​

**Internal** ​ **Social**​​ **Media**​​ **Policy**​

# Guiding​ ​Principles

This policy outlines the standard that the Board of Directors requires Members to observe when using Social Media, the circumstances in which East Herts Miniature Railway (EHMR) will monitor Members use of Social Media and the action​ ​that ​​will​ ​be​ ​taken​ ​in​ ​respect​ ​of​ ​breaches​ ​of​ ​this​ ​policy.

The principles of this policy apply to use of Social Media regardless of the method used to access it - it covers static and mobile IT/computer equipment, as​ ​well​ ​as​ ​work​ ​and/or​ ​personal​ ​smartphones​ ​etc.

Social Media is defined as use of Twitter, Facebook, YouTube, Google+ and LinkedIn. Other social media includes but is not exclusive to blogs, video, picture​ ​blogging​ ​and​ ​audio.

**Who**​​**is**​​**covered**​​**by**​​**the**​​**policy**

This​ ​policy​ ​applies​ ​to​ ​all​ ​Directors​ ​and​ ​Members​ ​of​ ​EHMR.

# Responsibility​ ​for ​ implementation​ ​ of​ ​ the​ ​ policy​

The Social Media team has overall responsibility for the effective operation of this​ ​policy.

All Members are responsible for their own compliance with this policy and should​ ​ensure ​​that​ ​they​ ​take​ ​the​ ​time​ ​to​ ​read​ ​and​ ​understand​ ​it.

Questions regarding the content or application of this policy should be directed to​ ​Mark​ ​Tassell.

# Why​ ​use​ ​social​ ​media

Social Media enables EHMR to attract new customers and generally promote and​ ​engage​ ​with​ ​the​ ​outside​ world.​

# Using ​ EHMR-related​ ​ social​ ​ media​

Only the Social Media team are permitted to post material on a Social Media website​ ​in​ ​EHMR’s​ ​name​ ​and​ on​ ​ their​ ​ behalf.​

Approved Social Media websites for EHMR are Facebook, Twitter and

YouTube​ ​etc].​ ​This​ ​list​ ​may​ ​be​ ​updated​ ​by​ ​the​ ​Social​ ​Media​ ​team​ ​as​ ​required.

The Social Media team will have been granted authorisation to act on behalf of EHMR to undertake the roles and functions to promote, engage and maintain EHMR’s presence on Social Media such as tweeting news, and posting​ ​updated​ ​on​ ​the​ ​EHMR​ ​Facebook​ ​page.

# General​ ​Personal​ ​use​ of​ ​ Social​ ​ Media​

As a Member, you are free to communicate on Social Media sites outside of

EHMR​ ​with​ ​the​ ​following​ ​limitations:​ ​-

1. When posting personally on Social Media including forums and groups etc., Members may not refer to EHMR in anyway, unless they have have​ ​sought​ ​permission​ ​from​ ​the​ ​Social​ ​Media​ ​team​ ​or​ ​Directors.
2. Always be mindful of your personal contributions and posts and how the impact of your contribution / post could reflect on EHMR, even if they are​ ​not​ ​railway-related.
3. Avoid Social Media communications that might be misconstrued in a way​ ​that​ ​could​ ​damage​ ​EHMR’s​ ​reputation,​ ​even​ ​indirectly.
4. Never disclose commercially sensitive, private or confidential information on Social Media. If you are unsure whether the information you wish to share falls within one of these categories, you should

discuss​ ​this​ ​with​ ​the​ ​Social ​ Media​ ​ team​ ​ or​​ one​ ​ of​ ​ the​ ​ Directors.​

1. Do not post anything that your fellow Members, Directors or our Customers, Partners, Suppliers or Landlords would find offensive, insulting,​ ​obscene​ ​and/or​ ​discriminatory.
2. If you have disclosed your affiliation as a Member of Director in a post, you must ensure that your profile and any content you post are consistent​ ​with​ ​the​ ​professional​ ​image​ ​of​ ​EHMR.

# Monitoring​ ​use​ ​of​ ​Social​ ​Media

Members should be aware that any use of Social Media websites (whether or not accessed for EHMR purposes) may be monitored and, where breaches of this policy are found, action may be taken under the EHMR’s Rules and Bylaws.

Monitoring is only carried out to the extent permitted or as required by law and as​ ​necessary​ ​and​ ​justifiable​ ​for​ ​EHMR’s​ ​purposes.

Misuse of Social Media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and the EHMR.

If any Member notices any use of Social Media by other members that is in breach of this policy please report it to the Social Media team in the first instance.

If a Member is found in breach of this policy, they will face a disciplinary penalty ranging from a verbal warning to termination of Membership according to​ ​the​ ​Rules​ ​and​ ​Bylaws​ ​of​ ​EHMR.

The penalty applied will depend on factors such as the seriousness of the breach; the nature of the posting; the impact it has had on the EHMR or the

individual​ ​concerned;;​ ​whether​ ​EHMR​ ​can​ ​be​ ​identified​ ​by​ ​the​ ​postings;

# Policy​ ​review​ ​and​ ​update

The Social Media team has overall responsibility for the review and update of this​ ​policy​ ​at​ ​the​ ​beginning​ ​of​ ​each​ ​year​ ​or​ ​more​ ​regularly​ ​as​ ​required.

# Agreement

This​ ​policy​ ​does​ ​not​ ​override​ ​the​ ​Rules​ ​and​ ​Bylaws​ ​of​ ​the​ ​Company.

Mark​ ​Tassell

Director

8​ ​June​ ​2017