



Neve Valley Railway - Social Media Policy

This policy provides guidance for employees and volunteers of Nene Valley Railway in the use of social media on behalf of the Charity and personal use where the Charity, an Associate or an Employee of the Charity is referred to.

This should be broadly understood for purposes which include blogs, messages boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit the use to share information with others in a contemporaneous manner.

The following policy applies for the professional use of social media on behalf of Nene Valley Railway as well as personal use of social media channels when referencing the Charity or using the Charity's intellectual property (i.e. logo, name and photography).

- Employees/Volunteers should be aware of the effect and impact their comments, posts or actions may have on their personal reputation and image, as well as that of the Charity, Nene Valley Railway
- Any social media account that references Nene Valley Railway or uses the Charity's intellectual property (logo, name and images), must be signed off by the Board of Directors, and comply with the Charity's brand guidelines
- Employees/Volunteers should be aware that Nene Valley Railway General Manager and Assistant General Managers may observe content and information made available by Volunteers through social media channels
- Employees/Volunteers should use their best judgement in posting material that could be considered inappropriate or harmful to Nene Valley Railway, its Employees, or Associates
- Employees/Volunteers are reminded that the use of prohibited material on social media is forbidden, this includes posting commentary, contact, or images that are defamatory, harassing or that create a hostile online community
- Employees/Volunteers are not to publish posts or release any information that is considered confidential by the Charity
- Social media networks, blogs and other types of online contact sometimes generate press and media attention. Employees should refer these matters to the Nene Valley Railway Board of Directors
- It is highly recommended that Employees/Volunteers keep Nene Valley Railway social media accounts separate from personal accounts

This policy will be reviewed by the Nene Valley Railway Board of Directors as required.

Any breach of this policy may require the immediate removal of posts or social media accounts that use the Charity's intellectual property.

Signed

A handwritten signature in black ink, appearing to be "M. M. M. M.", written over a horizontal line.

Dated 17th January 2021