



National Transport Trust

Preserving the past for the future

SOCIAL MEDIA POLICY

This policy applies to all trustees, officers, volunteers and those carrying out tasks for the National Transport Trust (NTT) who use social media in a manner which could reflect on the Trust.

Introduction

Social media is web-based tools and applications such as Facebook, X, YouTube, TikTok, LinkedIn and Instagram. Publication and commentary on social media is in the public domain.

The difference between a personal and professional opinion can be blurred on social media.

This policy is intended for all trustees, officers, volunteers and anyone working on behalf of NTT, and applies to content posted on both an NTT device and a personal device.

This policy applies to use of social media, whether in a professional or personal capacity, which overtly, or by necessary implication, relates to the delivery or promotion of NTT aims or objectives.

Point of contact for social media

The chairman is responsible for the day-to-day publishing, monitoring and management of NTT social media channels. No colleagues or members may post content on NTT official channels without the permission of the chairman.

The chairman generally delegates responsibility for day-to-day publishing, monitoring and management of NTT social media channels to the NTT Communications Group or nominated individuals within it. The chairman, and those to whom he delegates, must reach a clear understanding of the limits of their authority to act without reference to the chairman.

Social media channels used by NTT

NTT currently uses the following social media channels:

X, Facebook

Guidelines

Those using social media on behalf of, or making reference to, NTT should follow the guidelines attached as appendix 1 hereto.

Review

This policy will be reviewed on an ongoing basis, at least once a year.

Appendix 1

Guidelines

1. All social media content must have a purpose and a benefit for, and accurately reflect the agreed position of, NTT.
2. Content concerning supporters or service users, whether identified by name or by implication from the post, should not be posted without the express permission of the person or persons concerned.
3. Content emanating from a third party should be clearly identified as such.
4. No interview, video or photo that clearly identifies a child or young person should be posted without the express consent of that person's parent or guardian .
5. Content that could be considered discriminatory,, bullying or harassment of any group or individual, must not be posted on any official NTT social media channel.
6. NTT should not encourage others to risk their personal safety, or that of others, to break any law applicable in the United Kingdom.
7. Only NTT may set up social media channels on behalf of NTT.
8. NTT is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. However NTT may express views on policy matters of concern to NTT.
9. If a complaint is made on the NTT's social media channels, advice should be sought from the chairman, or if he is unavailable, the deputy chairman, before responding.
10. The NTT Communications Group regularly monitors NTT social media channels for mention of NTT so that any issues or problems can be identified early.
11. If any colleagues become aware of any comments online that they think have the potential to escalate into a crisis on NTT's social media channels, they should advise the chairman

immediately.

12. All posts should have regard to the following
 - a. Libel occurs when a false written statement is published online or in print that is damaging to a person's reputation.
 - b. Posts must comply with the Copyright, Designs and Patents Act 1988. Images or written content created or written by third parties should not be used, in whole or in part, or adapted without permission. Where permission has been given to reproduce content, failure to acknowledge the source/author/resource citation also constitutes a breach of copyright.
13. Posts must not breach confidentiality.
14. Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Transparency of Lobbying, Non-party Campaigning and Trade Union Administration Act 2014 states that during national elections, known as Regulated Periods, spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England, or £10,000 in Scotland, Wales or Northern Ireland, during a Regulated Period, need to register with the Electoral Commission. To abide by the Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the chairman.
15. Use of social media posts by NTT to seek new trustees or volunteers to assist with particular tasks should be done in consultation with the chairman and the NTT Communications Group.
16. NTT social media must be suitable for young people who may visit the sites.