



SOCIAL MEDIA POLICY



NATIONAL TRACTION ENGINE TRUST

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1. Introduction

The National Traction Engine Trust

(the “NTET”) recognises the value of social media as a platform for engaging with our members and the public, promoting activities, and sharing the heritage of traction engines. However, to maintain the integrity and reputation of the NTET, clear guidelines are necessary for the use of social media by trustees, staff, and volunteers.

This policy sets out the rules governing the use of the NTET’s social media accounts, guidelines for personal social media use, and the procedures for addressing issues arising from social media activities.

2. Purpose of This Policy

The purpose of this policy is to ensure the following objectives are met:

- To ensure social media use aligns with the NTET’s objectives.
- To safeguard the NTET’s reputation.
- To define acceptable and unacceptable social media practices.
- To protect users from potential risks associated with social media.

3. Scope

This policy applies to:

- All NTET trustees, employees, volunteers, and representatives.
- Use of the NTET’s social media accounts.
- Personal social media activities when referencing the NTET or its work.

4. Use of NTET Social Media Accounts

- 4.1. Authorised Users Only individuals authorised by the NTET's Communications Team may operate the NTET's official social media accounts. Authorisation will be granted based on role responsibilities and the need to support the NTET's objectives.
- 4.2. Passwords for social media accounts will be managed securely and shared only with authorised personnel.
- 4.3. New accounts must be approved by the Communications Team.
- 4.4. All activity should reflect the NTET's objectives, ensuring professionalism and accuracy.
- 4.5. Acceptable Content Social media posts may include:
 - 4.5.1. Updates about NTET events and activities.
 - 4.5.2. Educational content related to traction engines.
 - 4.5.3. Responses to inquiries and comments.
 - 4.5.4. Promotional campaigns and fundraising initiatives.
- 4.6. NTET accounts must not be used to:
 - 4.6.1. Post or share inappropriate, offensive, or defamatory content.
 - 4.6.2. Engage in political discussions or endorsements.
 - 4.6.3. Violate copyright or intellectual property rights.
 - 4.6.4. Disseminate confidential or sensitive information.

5. Personal Social Media Use

5.1. Guidelines for Trustees, Representatives, and Volunteers

- 5.1.1. Be clear that personal views do not represent the NTET. Consider adding a disclaimer such as, "Views are my own and not those of the NTET."
- 5.1.2. Avoid sharing confidential or sensitive information related to the NTET.
- 5.1.3. Refrain from posting content that could bring the NTET into disrepute.
- 5.1.4. Do not engage in online behaviour that contradicts the NTET's values and mission.

5.2. Prohibited Actions

- 5.2.1. Sharing photographs or details of NTET members or event attendees without their permission.
- 5.2.2. Making derogatory comments about the NTET, its stakeholders, or competitors.
- 5.2.3. Discussing unresolved disputes or internal matters on social media.

6. Moderation and Oversight

- 6.1. Third-party content on NTET platforms will be moderated. Offensive or irrelevant comments may be removed.
- 6.2. All significant responses and comments should be approved by the Communications Team.
- 6.3. Negative or critical posts will be addressed professionally and transparently.
- 6.4. Escalation to the senior team will occur for serious concerns or complaints.

7. Data Protection and Security

- 7.1. Social media use must comply with the NTET's Data Protection Policy and legal requirements.
- 7.2. Account passwords will be updated regularly.
- 7.3. Users must remain vigilant against phishing, malware, and other security threats.

8. Reporting and Incident Management

- 8.1. Any breaches of this policy should be reported to the Communications Team immediately.
- 8.2. Should an incident take place, a communication plan will be implemented, including the pausing of scheduled posts if necessary.
- 8.3. Legal and regulatory authorities may be contacted in cases involving abuse or other serious issues.

9. Monitoring and Review

Social media activity will be monitored to ensure compliance with this policy. The NTET Board will review the policy annually or after any significant incident to ensure its effectiveness.

For questions or further guidance on this policy, please contact:

Email: general.secretary@ntet.co.uk