

Social Media Policy



Social media policy

Northern Rail's Social Media team, use our feeds to communicate real-time train running information to customers and encourage conversations about events and issues that are important or interesting to those of you who travel on our trains.

We encourage you wholeheartedly to sign up to our Social Media feeds and use them to post comments or to initiate conversations with us. We welcome all engagement, be it positive or negative as well as ideas for improving our service, and we will try to join the conversation with you where we can.

We also hold live Q&A sessions with our Managers (#meetthemanager) and Senior Managers / Directors (#asknorthern) within the business.

We currently monitor our Social Media streams between 06:00 and 22:00 Monday to Saturday and Sunday between 08:00 to 20:00; we aim to reply to comments, questions and queries when we can.

There are certain topics of discussion we can't comment upon because Social Media is a public forum (for example; issues around specific members of staff or personal details).

On these occasions you're welcome contact our Customer Experience Centre who will do their best to deal with the enquiry. Visit www.northernrailway.co.uk/contact_us.

We don't have an issue with customers venting frustrations, we understand at times it is necessary, but we do draw the line at abusive language or conduct.

Northern Rail will moderate content that is aggressive, threatening, defamatory and offensive or considered spam. We consider Twitter and Facebook to be forums for public comment, so if your remarks wouldn't be printed by a newspaper or you wouldn't want your Granny to hear them, then they are most likely beyond what we would deem acceptable.

Management of our follower base is entirely at the discretion of Northern Rail and we accept no responsibility where disruption information is not able to be provided via Social Media.

Our Social Media streams are run for our users so if you have ideas for improvements or new ways we can use Social Media to have a positive impact we would be very happy to hear from you.

Thanks,

The Social Media team



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