

Social Media Policy

At Hull Trains, we recognise that social media has become an important channel of communication and one which some of our customers find the easiest way to communicate with us. This policy states our approach towards social media and how we use it to ensure you are kept informed and your needs are met.

What do we commit to?

Our Social Media team have a wealth of knowledge about our services and the wider railway and they will always do their best to help you.

We aim to run a reliable train service and we are able to broadcast information on individual train delays, so we can keep you informed during significant service disruption, i.e. when there is a blockage of the line requiring alternative transport to be provided.

If you require a detailed explanation of something, information on the progression of a case that is being handled by our Customer Relations Team, to discuss something in a private environment or wish to make a formal complaint then you will be re directed to our Customer Relations Team who will be able to assist you further.

What channels of Social Media do we use and what do we use them for?

We currently use a variety of channels to ensure that we can respond to and convey messages to a wide audience.

Twitter (@Hull_Trains) Open 24/7 except Christmas Day

We use Twitter to:

- communicate real-time train running information to customers.
- encourage conversations about events and issues that are important or interesting to those of you who travel on our trains.
- Gain ideas for improvement.
- keep you updated about planned engineering works that might affect your journey, with weekend works being tweeted out on a Thursday and Friday of each week.
- broadcast information about projects and special events that are happening on our trains, to keep you informed.

Facebook ([facebook.com](https://www.facebook.com)) Staffed Mon-Fri (0900 – 1700)

We use Facebook to:

- inform customers about improvements to services and news about us.
- share our 'blog' posts.
- let customers know about competitions and offers.

LinkedIn ([linkedin.com](https://www.linkedin.com)) Staffed Mon-Fri (0900 – 1700)

We use LinkedIn to:

- inform those following us about improvements to services and news about us.
- share recruitment opportunities.
- business services that we provide.

For each of the channels listed above, we encourage our customers openly to sign up to them and use them to communicate with us, whether it is for information or to post comments about our services which we can then respond to. We want to be able to connect with our customer

When do we operate?

At present we monitor our Social Media streams during the times stated above. We will aim to reply to comments, questions and queries as soon as possible, although during periods of disruption we will focus on sending out generalised updates to you so that we can keep more people informed. We will, where practicable, still try to respond to comments although it may take us a little bit longer due to the volume of contacts that we receive.

Why can't we respond to certain comments?

Social Media is an open, public forum, therefore for reasons of Data Protection we are unable to comment on issues of referring to individual colleagues.

Where appropriate, we will direct you to the right part of our organisation who can deal with your query or complaint.

We have a Complaints Handling Procedure which is available on our website at [hulltrains.co.uk](https://www.hulltrains.co.uk) This details how we deal specifically with instances of complaint, including our standards and commitments to you, as well as details of independent organisations that can assist you with any complaints.

What do we expect from you?

We ask that you respect members of our team on Social Media – we are all here to try and help you. We will always be courteous and respectful and all we ask is to be treated in the same way.

We understand that you can get frustrated when things go a little wrong, but please do not use foul or aggressive language. Whilst we don't want to block customers from following us on Twitter or Facebook, we may be forced to if you break these guidelines or we feel it is necessary.