

## External Social Media Policy

### Purpose:

These guidelines help create a safe environment on all social media channels run by HS2 Ltd.

### Principles

These guidelines are supplementary to the guidelines and rules which are specific to each social media platform. Anyone breaching these guidelines may have their comments hidden or deleted and be blocked from further participation.

The aim of our social media channels is to keep the public informed about the progress of HS2, get them excited for the new railway and the opportunities it will bring during construction and operation and to build and maintain the reputation of the company.

This includes, but is not limited to the following topics:

- Capacity
- Construction
- Connectivity
- Environment and the Green Corridor
- Skills, employment and diversity
- Supply chain and jobs
- Community relations
- Design, property and regeneration
- Health and safety
- Railway operations
- Archaeology and culture
- Competency and expertise

By sharing this content we also aim to create an environment where our community can engage safely in debate, comment, and ask questions.

We expect that anyone engaging with our social media channels shows courtesy, kindness and respect for our staff, our social media communities and the public.

To help facilitate this safe environment we have created these guidelines which are specific to HS2 social media channels and which supplement existing platform rules and guidance.

### Applicability, implementation and resources

This policy applies to users of HS2's external social media channels e.g. our Twitter, Facebook, LinkedIn and Instagram accounts.

### Safety

First and foremost we want our entire social media community to feel safe and able to

engage on our channels without fear of targeted abuse or discrimination. This includes those who wish to peacefully protest or who do not support the project.

We only have a small team monitoring our social media accounts, which is in addition to their other responsibilities, and so recognise we are often unable to react quickly. Therefore, we would encourage all community members to be vigilant and report any instances where you feel rules and guidelines have been breached. In the first instance, you can also report any breaches of platform rules / guidelines to the platform itself e.g. Twitter, Facebook etc. You can also message us directly if you have concerns about posts.

### **Rules and breach of guidelines**

By engaging with our social media channels you agree to follow these guidelines.

Comments must not:

- Target an individual or business in a defamatory fashion simply for their association with HS2;
- Contain spam, be defamatory of any person, deceive others, be obscene, offensive, threatening, abusive, hateful, inflammatory or promote sexually explicit material or violence;
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- Breach any of the terms of any of the social media platforms themselves;
- Be off-topic, irrelevant or unintelligible;
- Contain any advertising or promote any services; or
- Contain offensive language.

If we consider a community member's behaviour is in breach of our guidelines, we will take action which could include restricting the person's contact with us via social media channels.

We reserve the right to determine breaches at our discretion. We reserve the right to hide or delete comments, as well as block users who do not follow our guidelines. We also reserve the right to send appropriate comments to law enforcement authorities for investigation as we feel necessary or is required by law.

### **Right to appeal**

In cases where we deem it appropriate to permanently block users from our social media channels, and the person feels like they have been treated unfairly, you can follow our complaints process.

## **Executive Owner:**

The Strategic Director of Stakeholder Engagement is the Executive Owner of this policy and is responsible for maintaining the accuracy and relevance of its contents and for periodic review and update to reflect changing circumstances.

**Approved on:** Tuesday, 01 September  
2020

**Aileen Thompson**  
**Strategic Director of**  
**Stakeholder Engagement**  
**HS2 Ltd**