

External Social Media Policy

Purpose

This policy provides guidelines for the proper, effective, and ethical use of HS2 Ltd's social media channels.

It applies to:

- Official organisational accounts, including X, Facebook, LinkedIn, Instagram, Threads, BlueSky and YouTube

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, the benefits of the railway and to build and maintain the reputation of the company.

Monitoring

We monitor our social channels 9am-5pm, Monday to Friday.

Channels may occasionally be unavailable, and we accept no responsibility for lack of service due to external factors outside of our control.

Responding to comments and messages

We welcome feedback, ideas and engagement from our followers. However, we are not able to reply individually to all messages received.

Our social media accounts are not used as a customer service channel, and we won't be able to comment on specific or personal issues.

For general enquiries you can call our helpdesk team on 08081 434 434 or email HS2enquiries@hs2.org.uk

For more information and updates visit www.hs2.org.uk

Moderation guidelines

These guidelines are to keep our social channels relevant and safe for the public and our staff. If these are not followed, we will take appropriate action to hide, delete, report or block comments, interactions and users.

Users must not post comments on HS2 channels that:

- target an individual or business in a defamatory fashion simply for their association with HS2

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- contain abusive, obscene, indecent or offensive language or link to obscene or offensive material
- promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age
- in violation of any intellectual property rights
- in violation of any law or regulation
- constitute spam or promote or advertise products
- breach any of the terms of any of the social media platforms themselves

We also reserve the right to send inappropriate 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](#).

Should you have a question or need more information, you can [contact our Helpdesk team](#).

Security

We follow best practice guidelines from the National Cyber Security Centre to ensure our channels are as protected as possible. This includes robust password protection processes and regular training to keep up to date with the latest cyber security

Our channels

- 1.1.1 **X:** <https://x.com/HS2Ltd>
- 1.1.2 **Facebook:** <https://www.facebook.com/HS2Ltd>
- 1.1.3 **LinkedIn:** <https://www.linkedin.com/company/high-speed-two-hs2-ltd>
- 1.1.4 **Instagram:** <https://www.instagram.com/HS2Ltd>
- 1.1.5 **Threads:** <https://www.threads.net/@hs2Ltd>
- 1.1.6 **YouTube:** <https://www.youtube.com/user/hs2Ltd>

Executive Owner:

The External Affairs Director 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: **Monday, 20 October**
2025

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Approved by: Tom Lawson

Approved by: James Gray