

RAILWAY ENGINEERING INSTITUTION
(INCORPORATED)



SOCIAL MEDIA POLICY

Version 1.0

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1. INTRODUCTION

Social media is a very public way of enabling us as an engineering community to share ideas, knowledge, experience, and achievements. One of its many benefits is that it is immediate, interactive, conversational and open-ended. However, this opportunity comes with several potential downsides if users do not apply the same common sense, sound judgement, and kindness that we would use in face-to-face encounters.

This policy is built on the principles set out in the **Statement of Ethical Principles to Guide Engineering Practice and Behaviour**, endorsed by all UK Professional Engineering Institutions and referenced in our [Institution's Code of Professional Conduct](#). It is a resource for all engaged in engineering activity.

The policy is intended to facilitate respectful expression of personal views and debate, and evidence-based discussion, reflecting the Institution's values: *Integrity*, *Inclusivity*, and *Empowerment*.

2. APPLICATION

This policy applies to all who engage with Railway Engineering Institution (RailEI) social media channels, including, but not limited to, Members, event attendees, speakers, partners and corporate members.

It covers activity on RailEI-managed social media accounts, RailEI-hosted online communities (including Groups and forums), comments, replies, tags/mentions, direct messages, and content shared using RailEI event hashtags.

3. POLICY IN PRACTICE

When engaging with the Railway Engineering Institution and its social media accounts, users undertake to:

- **Be respectful.** Do not post or share content that is discriminatory, inflammatory, hateful, abusive, threatening, sexually explicit, or otherwise disrespectful.
- **Be kind.** Treat others how you would wish to be treated and assume the best in people. If you have a criticism or critique to make, consider not just *whether* you would say it in person, but the tone you would use.
- **Be honest.** Don't mislead.
- **Be safe.** The safety of children, young people and vulnerable adults must be maintained. If you have any concerns, contact the Institution at marketing@railei.org.
- **Protect privacy and personal data.** Be mindful of privacy and data protection. Do not share personal information about yourself or others, including email addresses, phone numbers, home addresses, private messages, or screenshots that include personal details. Do not post information that could identify a young person or vulnerable adult.
- **Be careful with photos and filming.** Only share photos or video of others where it is appropriate to do so and where consent has been provided, particularly when children and young people are involved. If someone asks for an image of them to be removed, please respect that request and contact the Institution so we can support.



- **Take responsibility.** You are accountable for the things you do, say and write. Text and images shared can be public and permanent, even with privacy settings in place. If you're not sure, don't post it.
- **Be a good ambassador.** Personal and professional life can easily become blurred online so think before you post.
- **Disagree agreeably.** Some conversations can be places of robust disagreement and it's important we apply our values in the way we express them.
- **Credit others.** Acknowledge the work of others. Respect copyright and always credit where it is due. Be careful not to release sensitive or confidential information and always question the source of any content you are considering amplifying.
- **Help keep our channels secure.** Be alert to scams and impersonation. RailEI will never ask for passwords or sensitive payment details via social media direct messages. If you see suspicious messages, accounts or links claiming to represent RailEI, please report them to the platform and notify the Institution.
- **Follow the rules.** Abide by the terms and conditions of the various social media platforms themselves. If you see a comment that you believe breaks their policies, then please report it to the respective company.

4. COMMENTS POLICY

We welcome respectful and engaged conversation on our social media posts. To keep our channels a safe and encouraging space for all, we may hide or delete comments which include:

- misinformation, illegal or harmful content
- abusive or threatening language, hate speech or discrimination
- targeted harassment
- spam, scams, or unrelated promotion
- personal/private information.

5. DIRECT MESSAGES AND ENQUIRES

We welcome messages through our social channels. However, direct messages may not be monitored continuously. If your enquiry is urgent or relates to safeguarding, please email us using the contact details below.

Please do not share sensitive personal information via direct message. If needed, we may ask you to contact us by email so your query can be handled securely.



6. REPORT A CONCERN

If you see content on our channels that you believe breaches these guidelines, please:

- Do not engage or escalate the situation
- If safe to do so, take a screenshot and note the date/time and platform
- Report the content to the platform (where appropriate)
- Contact the Railway Engineering Institution at marketing@railei.org so we can review and take any necessary action

If your concern relates to safeguarding (children, young people or vulnerable adults), please mark your email as **"Safeguarding"** in the subject line so that it can be prioritised.

7. HOW WILL WE RESPOND TO PEOPLE WHO BREACH OUR SOCIAL MEDIA GUIDELINES?

The Institution may take action if we receive complaints or spot inappropriate, unsuitable or offensive material posted to our social media accounts. Action we take will be proportionate and consistent with the Institution's values and relevant policies and, depending on severity and frequency, may include one or more of the following:

- removing or hiding comments or content
- issuing a warning or requesting that content is amended or removed
- limiting engagement on a post (for example, turning off comments where appropriate)
- temporarily blocking or permanently blocking accounts
- reporting content or accounts to the relevant platform
- in serious cases, initiating action under our [Code of Professional Conduct](#) or other relevant RailEI policies.

We reserve the right to take immediate action without warning where content includes threats, hate speech, discrimination, targeted harassment, doxxing (sharing someone's personal/private information), safeguarding concerns, or content that may put others at risk.

If you have any questions regarding this policy, please contact the Institution at marketing@railei.org.