

# SOCIAL MEDIA GUIDANCE

How we work to help you on social media

Social media is a vital and valuable tool in communicating with you. Many of our customers find it a useful and convenient way to get in touch with us. We welcome your feedback, comments, and conversations with us on Social Media through any of our channels.

We have an active social media presence on many channels to help you stay in touch with us. We want to have positive communities on all these channels, so we've developed our House Rules to make sure that everyone has the best experience talking to us.

## OUR CHANNELS

Channel	What we offer
Facebook /swrailway	We'll post competitions, offers, destination guides, quizzes, and news on your network
Messenger /swrailway	We'll take your feedback and provide information about the train service if you need it
Twitter @sw_help	We'll provide updates on service status and disruption to the train service. We'll provide you with specific answers to enquiries about the train service and can take your feedback to be passed on to teams within South Western Railway, as well as giving you the latest updates on events at stations.
Twitter @sw_railway	We'll post competitions, offers, destination guides, quizzes, and news on your network
Instagram @sw_railway	We'll post competitions, offers, destination guides, quizzes, and our favourites from your photos.
Customer Forum southwesternrailway.com	We'll take your feedback and answer your questions about South Western Railway. We may also post competitions and news on the network.
LinkedIn /company/ south-western-railway	We'll provide updates on the latest news at South Western Railway



## COMMENTING ON OUR SOCIAL MEDIA CHANNELS

We welcome polite, constructive, honest and respectful conversations with everyone on our social media channels. We welcome your input, whether you're a fan of us or not, and whether you follow our social media channels. These conversations don't have to be about the train service! We're happy to chat and give

you a hand within reason for anything you need, but during disruption we will focus on helping customers who have been affected.

Our social media channels are managed by different teams who operate the following opening hours:

Channel	Managed by	Monitored
Facebook Page	Marketing	0830-1700 Monday-Friday
Facebook Messenger	Customer Services	0600-2200 Monday-Sunday
Twitter	Customer Information and Marketing	24 hours
Customer Forum	Customer Information	24 hours
LinkedIn	Marketing	0830-1700 Monday-Friday

**Our social media channels are closed on Christmas and Boxing Day.**

We'll always get a response to you as soon as we can, but if you need an immediate response then we recommend getting in touch with our Customer Service Centre on **0345 6000 650**.

## WHEN THINGS GO WRONG

We know that it's frustrating when things aren't working properly, but all our accounts are managed by human beings. So, we do ask that you don't post anything:

- Discriminatory
- Racist
- Offensive
- Abusive
- Unlawful
- Obscene
- Inflammatory

We also ask that you don't spam us, or the users we're in conversations with. Most people we talk to don't want to read inappropriate comments.

## WHAT WE CAN HELP WITH

- Clear and specific questions about routes and timetables, changes to train times, offers, competitions and destinations
- General enquiries about the business, where we operate, and the trains we run
- Reports about trains and stations (such as things that aren't working properly)

While our teams have a good general knowledge of the railway and how things work, some questions about specific policies or technical matters might need us to speak to another department. We'll let you know if we have to do this.





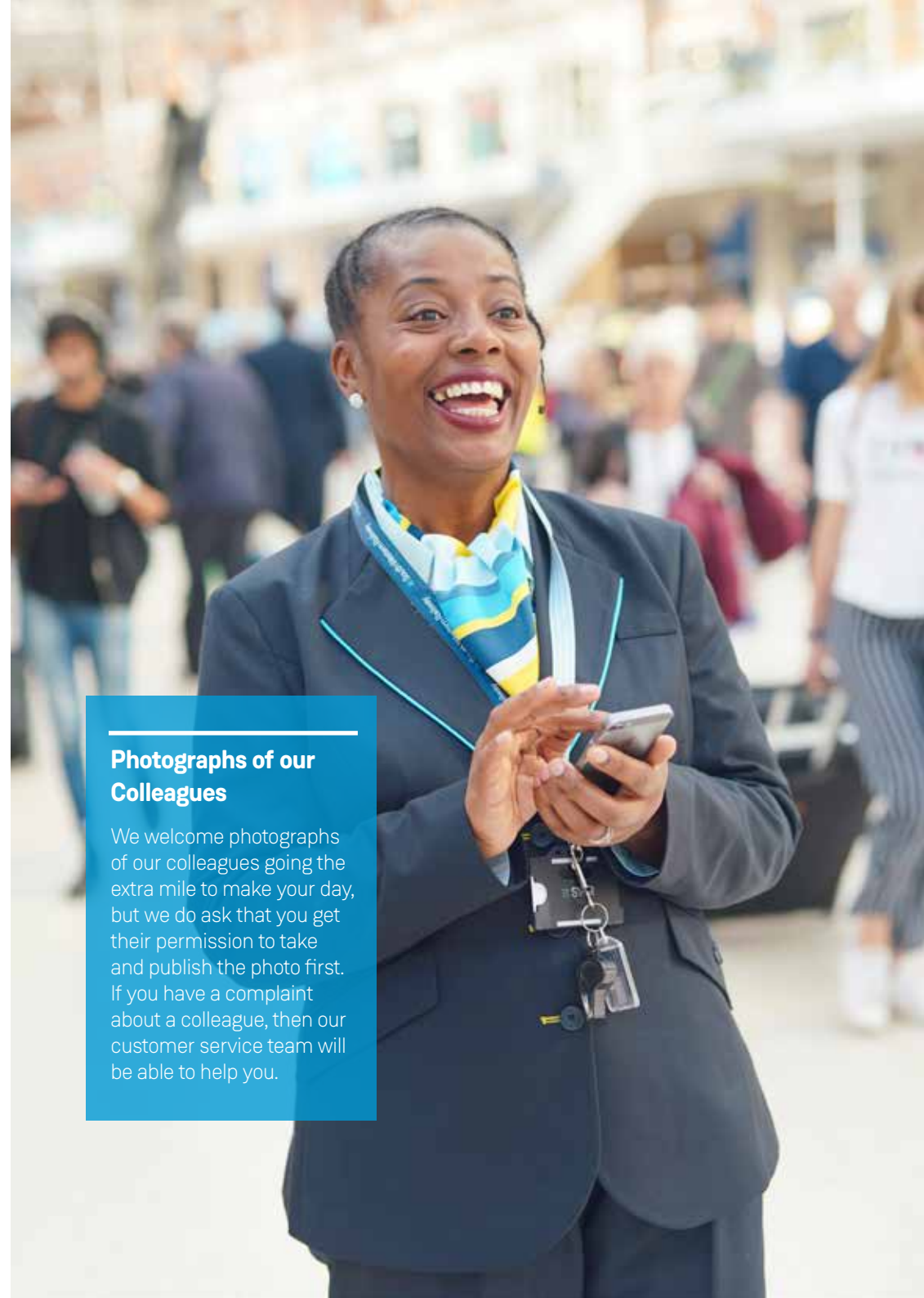
## WHAT WE CAN'T HELP WITH, AND WON'T RESPOND TO

- Vague or general statements about South Western Railway or the train service
- Insulting or repeatedly aggressive posts
- Inappropriate comments
- Repetitive questions from a user if we've responded to the original query
- An account which is believed to be one of a number belonging to a user to reiterate a message (known as "sockpuppeting")
- False reports about safety matters
- Posts that advocate fare evasion.

We'll make efforts to report and take down content that advocates illegal activity on board our trains and stations, or that is threatening to our colleagues, teams, or customers.

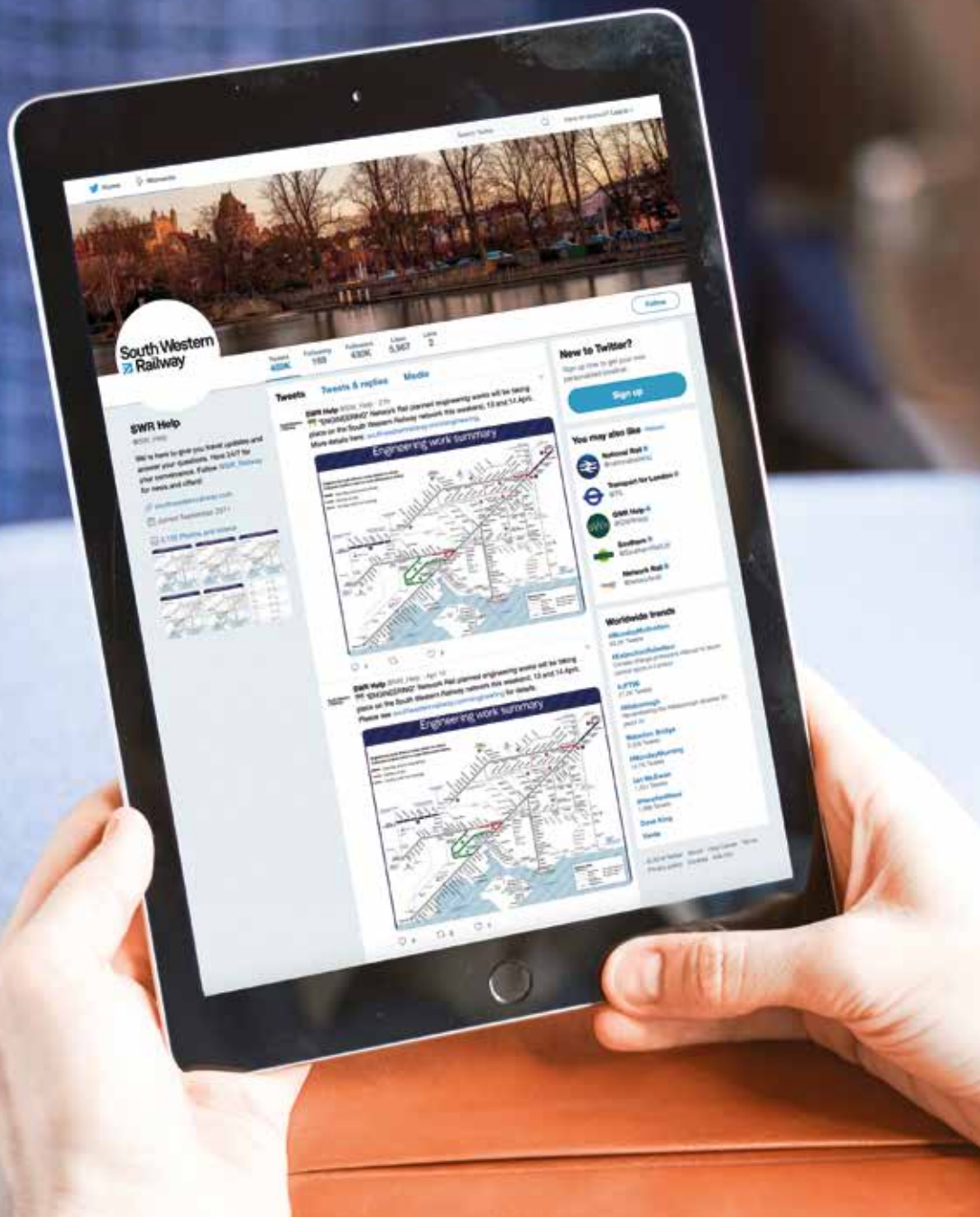
We won't respond to comments that break these rules, and we may not respond to comments that include swearing. If you repeatedly or maliciously break these rules, we may block you from contacting us on that channel. We will also report any users that break the terms of service of the channels that we use.

If an account has been blocked, we won't discuss the reasons why over social media channel. The owner of the account will need to contact our Customer Service Centre if they need further clarity on why we made a decision.



### Photographs of our Colleagues

We welcome photographs of our colleagues going the extra mile to make your day, but we do ask that you get their permission to take and publish the photo first. If you have a complaint about a colleague, then our customer service team will be able to help you.



## COMPLAINTS ON SOCIAL MEDIA

Our teams managing social media cannot:

- Log formal complaints
- Authorise refunds
- Process delay repay applications.

We will always do our best to pass feedback to the relevant team if you provide it to us. We won't be able to provide a formal response to your feedback though. If you do need a response, you can speak to us through our contact form. You can also get in touch with us by calling **0345 6000 650** or emailing us at: **customerservices@swrailway.com**

The majority of our social media teams don't work in the Customer Service Centre, so they don't have access to the systems needed to:

- Provide updates on cases they're handling,
- Manage ticket bookings, or
- Discuss private matters over social media

If they're able to, however, they can help to provide updates by contacting our Customer Service Centre if you can provide reference numbers for your case. We may not be able to do this if the team are busy or the service is disrupted.

## QUERIES AND INFORMATION

We'll always do our best to be a **“one-stop shop”** for anything you need to know about the service. There may be some questions where we're not certain about the answer though, so if that's the case we might link in a third party who can provide a definitive answer. This might include organisations like the British Transport Police, or Network Rail.

If you need a detailed response or explanation that can't be addressed easily on social media, we might need to direct you to someone else. We might also have to do this if the question doesn't relate to the train service.

We'll always do our best to answer everyone individually. If there's ongoing major disruption we may need to focus on broadcast messages on our twitter channels, however. This is because our team managing Twitter are also responsible for live information on the network during disruption and need to work efficiently to keep everyone informed.



Visit us at

**southwesternrailway.com**

- Buying tickets online
- Special offers and days out
- Live train information
- Plan your journey
- Train times
- Latest news



Free Travel Alerts

**southwesternrailway.com/alerts**

Keeping our registered customers up-to-date with their service running information, delays and alterations.



Twitter

Customer Service

**@SW\_Railway @SW\_Help**

Follow South Western Railway on Twitter and be the first to know what's happening on our network.



**Facebook.com/SWRailway**

Providing South Western Railway network information and details of our latest offers.



Customer Service Centre

**0345 600 0650**

Our UK based team are available 7 days a week from 6am to 22:00 for:

- Ticket sales by credit or debit card
- Comments and suggestions



Assisted Travel

**0800 528 2100** **Textphone**  
**0800 692 0792**

A freephone service open 24 hours for older and disabled passengers. We recommend booking assistance **12 hours in advance**.



National Rail Enquiries

**0345 748 4950**

Train times, fares and rail information.