

Elearning

Course Name

Social media governance at Network Rail

Course Description

Network Rail is always under scrutiny from stakeholders, passenger groups and the media. Social media is used at Network Rail to promote the value of our work and continue to build relationships with key stakeholders such as passengers, lineside neighbours, the media, political audiences and current and future employees. This eLearning is designed to inform you how we use social media at Network Rail, and the key things you need to be aware of as a Network Rail employee to ensure you understand who uses it – and how – within the organisation. If you are in a communications role it is mandatory that you take this. To complete the eLearning the short knowledge check at the end must be passed. In this eLearning you will: Learn what the social media policy is See the social media channels Network Rail uses Understand the implications when we use social media well (or badly) See some scenarios inspired by real life Undertake a short knowledge check to confirm your understanding

Audience

Duration: Day(s) **Class Size:**

Competence Name Awarded

Competence Awarded

Course Code

Prerequisite Name

Prerequisite Short Code

Skills Assessment Scheme Regime

Course Type



Elearning

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