

# THE NASHVILLE STEAM PRESERVATION SOCIETY, INC.



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WWW.NASHVILLESTEAM.ORG

## Communications Policy

The internet and social media have enabled rail preservation outlets to attract and educate entirely new audiences. The rail industry is populated with railroaders, railfans, preservationists, and the general public and several forums remain popular outlets for gathering and spreading news, information, and media content. The Society maintains accounts on Twitter, Facebook, and YouTube in addition to its own corporate website and company store. These and any other future online account added by the Society, for the purpose of this policy, are considered “webpages.”

The Society understands that many of its members actively visit and participate in discussions through a variety of forums and social media. Activities online can affect the Society’s business activities and public perception. Members participating in online activities must understand what is recommended, expected, and required, whether at work or on their own time. If a member identifies themselves as being affiliated with the Society, even if not commenting on Society matters, their remarks become a direct reflection of fellow members and the organization.

Accordingly, we have developed the following guidelines for you to follow when posting online or through social media. Failure to adhere to these guidelines may be grounds for suspension of membership pending a review.

- Members should refrain from speculating on rumors or commenting on other steam operations, railroad companies, or other organizations.
- Members should refrain from criticizing other steam operators, railroad companies, or other organizations.
- Members should refrain from responding to questions specific to the status of ongoing projects within the organization on the Society’s official webpages.
- Members should be courteous and professional in any communications and posts should be free of profanity, errors and improper language. NSPS reserves the right to request that posts be withdrawn or inappropriate comments removed.
- Members should not post media, photos, or video displaying or implying safety violations or trespassing. Members will refrain from using personal electronic devices while on any railroad right-of-way or on equipment when positioned on or around live track.

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The **NASHVILLE STEAM PRESERVATION SOCIETY, INC.** is a 501c(3) not-for-profit corporation whose mission is to preserve our history by restoring and operating relevant historic railroad equipment for the purposes of education, tourism, and goodwill to and for **METRO NASHVILLE.**

- Members may help promote the Society and its events and activities by promoting, posting, quoting, and sharing content that has been published through official means and are encouraged to post links to official outlets.
- Members should not address the press unless previously approved by the Communications Manager.
- Members should seek approval from the Communications Manager prior to representing the Society at conventions, trade shows, or formal meetings with outside organizations.
- Members should not post on behalf of the organization unless specifically approved by the Communications Manager.
- Members shall not use their position to obtain behind the scenes photos, videos, etc., for posting on any webpage whatsoever. Designated members may take behind the scenes photos for the society's official use, upon approval from the Communications Manager.

