



## Social media standard

Social media gives us the opportunity to participate in online communities, share news and information and engage in conversations with customers. Doing this helps us provide information and services to our customers and build our reputation.

This standard outlines requirements relating to the implementation of social media across all of our services.

### Audience

- Developers
- Editors
- Project managers
- Content owners

### Overview

Social media covers (but is not limited to):

- Facebook
- Twitter
- YouTube
- LinkedIn
- Google+
- Instagram
- Vine
- Pinterest
- SoundCloud

# Requirements

## 1. Using social media on tfl.gov.uk

1.1. If you are providing social media links, you **must** use our social media module. The text should include, among others:

- “Follow” (Twitter)
- “Like” (Facebook)
- “Subscribe” (YouTube)
- The social media module has options to select the following platforms:
  - Twitter
  - Facebook
  - LinkedIn
  - Tumblr
  - Storify
  - Pinterest
  - Instagram
  - Google+

1.3 If you are using video or audio content, you **must** use the designated media platform:

- Audio content – SoundCloud
- Video content – YouTube

## 2. New or existing social media accounts

2.1. Social Media **should** be used for:

- Communicating with customers
- Customer service
- Service updates
- Modal information
- News, updates and information about TfL and its services
- Collecting customer insight
- Collecting customer feedback

- 2.2. You **must** contact TfL Online's Social Media and Content team to find out about existing social media accounts and determine which existing accounts meet your requirements. These are recorded in TfL's Social Media Accounts Register, which is maintained by TfL Online
- 2.3. You **must** use an existing Facebook page, Twitter feed or other existing TfL social media account, unless you can demonstrate that these will not achieve your desired objective
- 2.4. Any new account **must** be approved and set up by TfL Online's Social Media and Content team and the Social Media Working Group. You **must not** set one up independently or on TfL's behalf
- 2.5. You **must** submit requests for new social media accounts or content to TfL Online's Social Media and Content team for approval before they can be published. You **must not** promote any feed unless it has been approved
- 2.6. If you require changes to an existing account, you **must** submit your request to TfL Online's Social Media and Content team for approval
- 2.7. When you submit a request for a new social media account, you **must** provide an accurate description and explanation of its:
- Name
  - Purpose(s)
  - Lifespan (eg its validity period)
  - Target audience
  - Expected content
  - Available resource to maintain and sustain content on an ongoing basis
- 2.8. Once live, social media accounts **must** be added to TfL's Social Media Accounts Register and the TfL website Social Media page by TfL's Social Media and Content team

### 3. Decommissioned social media accounts

3.1. You **must** inform TfL Online's Social Media and Content team when any social media accounts need to be decommissioned so TfL's Social Media Accounts Register is updated. The Social Media and Content team will also determine how it will be decommissioned

3.2. You **must not** make any changes to a social media account or decommission it on TfL's behalf

## Why we do this

We want to ensure we have a strong, relevant and effective social media presence. By providing timely information and a consistent look and feel, social media can be used to:

- Provide authority and instil confidence during high-profile or unplanned incidents
- Improve customer service
- Build brand awareness
- Strengthen our reputation
- Learn about themes of interest to our customers
- Cultivate communities
- Generate interest in and excitement about new products and campaigns

## Further reading

- [Design style guide](#)
- [Digital content standard](#)
- [Editorial style guide](#)

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**Type:** Standard  
**Owner:** TfL Online Compliance  
**Department:** TfL Online

**Version history**

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<b>Version</b>	<b>Date</b>	<b>Summary of changes</b>
1.0	01/11/2013	First issue
2.0	11/07/2014	Updated document metadata and filename
3.0	12/08/2015	Updated information

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**Review history**

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