



Social media workshop

Wednesday 30th September
2015

ORR offices, 1 Kemble Street,
London

Today's agenda

11:00 – 11:10: Welcome, introductions and overview

11.10 – 11:30: Background to the social media working group

11.30 – 12.30: Key agenda questions

12:30 – 12.50: Lunch

12.50 - 1.50: Key agenda questions continued

1.50 – 2.00: Next steps and AOB

Social media working group members

	<u>Name</u>	<u>Organisation</u>
1	Lisa Pender	ATOC
2	Garry Kemp	Abellio Greater Anglia
3	Rich Shilton	Virgin WC
4	Nick Wood	Virgin EC
5	Emma Gascoigne	Chiltern Railways
6	Danny Carden	ScotRail
7	Alison Dunn	SWT
8	Natalie Surman	East Midlands Trains
9	Matthew Breese	Arriva Trains Wales
10	Pamela Johnson	Cross Country Trains
11	John Till	Southeastern
12	Jocelyn Rankin	Northern
13	Scott Hamilton	ORR
14	Chris Casanovas	ORR
15	Kasia Majkut	ORR

Background to the social media working group

- ORR's initial interest in including social media core data indicator relating to CHP for 2015/16 was dropped
 - what to measure?
- Engagement with TOCs as part of core data revealed scale of TOC commitment to social media, across a multitude of social media platforms.
- ORR engagement with TOC/ATOC social media managers revealed industry support for better information sharing and identification of best practice at industry level.
- ORR happy to facilitate and add value where it can, but keen for industry to take a lead.

How can the working group add value?

- To benefit TOCs >>> identify best practice / more effective use of resources / efficiencies / better planning or strategising
- To benefit passengers >>> better and quicker information, increased customer satisfaction
- ORR also interested in how TOCs' use of social media interacts with our consumer policy competencies, namely complaints handling, DPPP and PIDD
- Examine the role of franchise agreements in influencing TOC social media operations

How can the working group add value?

- What should the outputs of the group be?
 - Recommendations?
 - Formal or informal guidance?
 - Standards?
 - Other?
- ...And is this something that we should be looking to formalise and monitor?

Questions for the working group to consider?

1. What value is social media adding for TOCs and passengers?
2. What are the key issues TOCs are experiencing in social media engagement with customers?
 - Customer level
 - Business level
3. Is there an authoritative view on what best practice in social media engagement looks like in rail industry?
4. What social media platforms and analytical software is everyone using? Issues (now or on the horizon)?

...Questions for the working group to consider?

5. Are there generic problems that would benefit from a common approach? E.g. devising recommendations, guidance or a set of standards (either led by industry or ORR).
6. What would these recommendations, guidance or standards look like and would it be monitored?
7. Are there opportunities to pool insight and resources with a view to reducing costs?
8. What are the interactions between TOCs' social media operations and CHP, DPPP and PIDD?
9. Other? E.g. who's not here who should be?

Next steps...

- ORR to produce a note of the meeting
- Next meeting?