

Blackpool Transport Services Social Media Policy

We aim to always provide the best possible customer experience, and social media is one of many ways in which we are able to engage with and communicate with our customers. We are active on Facebook & Twitter to engage in two way communication and to provide information on our services, updates on specific incidents & disruptions and to answer customer enquiries. We are also on Instagram if you are looking for images of our vehicles, depot and other locations around Blackpool.

Twitter

Our Twitter account is a live information feed of operational updates and is used to answer your questions. We aim to post updates in a timely manner for incidents as and when they happen. During larger periods of disruption this may not always be possible but we will always aim to provide service updates as soon as possible.

Facebook

Our Facebook account is used to post useful information relating to our bus and tram network such as offers, events and insights in to our day to day business., along with travel information and updates.

Instagram

We use Instagram to post informative and insightful images. For advice, information or travel updates you should contact us via Facebook or Twitter.

Response Policy

Our Customer Experience Team Based at Rigby Road Blackpool is available Monday – Thursday between 08:30 – 17:00 and Friday 8.30-16.30 to reply to customer queries and comments. Outside of these hours our central depot team monitors our social media accounts where possible. Where there are severe issues we will aim to respond to any time sensitive queries and any outstanding comments will be replied to at the earliest possible time by our Customer Experience Team. Service and travel updates are posted 24/7 on Twitter & Facebook.

- Whilst we will act upon and respond to complaints made via social media they are not officially logged. If you wish to make a formal complaint please contact our Customer Experience Team via the methods listed on our Contact Us page.

- Some queries might need consultation with other departments. If this is the case we will let you know.
- We will not discuss private or sensitive information via social media. In these instances we may ask you contact us via private message, direct message or take the conversation offline.
- Where we are unable to accurately respond to a query within 140 characters on Twitter we may ask you contact us via direct message or formally via email.
- Please do not post pictures, names or contact details of our staff on social media. This can be distressing for any person and any complaints or issues relating to our team should be made formally via email, telephone, post or in person at our Customer Centre in Market Street, Blackpool Town Centre.

We will respond to:

- General enquiries
- Timetable, route or journey planning questions
- Reports relating to our services, for example cleanliness or punctuality.

We may not respond to:

- General statements with little information or request for action
- Insults
- Inappropriate comments which may contain offensive language
- Derogatory remarks towards the company, its employees or another follower
- Repetitive questioning once an original query has been replied to

General rules

- We will never delete comments posted by users unless they contain spam, offensive or inappropriate language or incite violence. In some cases the police will be notified about certain comments.
- Comments made containing any of the above will be deleted and the user warned. A second breach will result in the user being permanently banned.
- Posts which contain suggested wrong doing by the company will be investigated and responded to, however detailed responses may not be provided publicly. Instead we are happy to discuss this in private or offline.
- Comments which are found to be untrue relating to the company may be deleted and the user will be notified of the reason why.

We hope to make the best use possible of our social media channels in order to benefit our customers. Please be mindful that unless done so privately, anything you post is visible to other customers, potential visitors to the town and other social media users.