

# Social Media Toolkit 2023

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# Contents

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# Contents

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# Welcome to the Network Rail Social Media Toolkit

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The Digital, Social Media and Film team are part of Communications at Network Rail, and it's our role to create compelling content that represents Network Rail's communications strategy, and that informs, educates and connects with our key audiences.

The team create and oversee a growing portfolio of content for use on digital channels, and use these across the Network Rail website and national social media channels.

This evolving document is designed to act as a one stop shop; a resource that allows colleagues from regions and functions across the business to access this library of content, and put it to use on their own channels and in communicating with their own stakeholders.

We will continue to add to this document as new assets, films and animations are created.

In the meantime, we are always very happy to receive feedback at



# How to use this toolkit

As you make your way through this toolkit, you will find that each piece of content has a page which gives you some important information.

**Station Improvements animation**

**what the content is**

**link to NR website for more info.**

**what it could be used for**

**what specific assets you will have available**

**a link to access and download the assets**

**WHAT IS IT?**  
Originally released for Stations Day, this is a minute-long animation that talks about our commitment to improving the passenger experience in stations, from small improvements through to capacity upgrades.

[Find out more from our website](#)

**WHAT COULD IT BE USED FOR?**

- On social media to promote station improvements.
- On OIS to promote station improvements.
- To use in presentations or outreach to key stakeholders in demonstrating the programme of change we're undertaking.

**What's in the folder?**

- The main animation in 16x9 ratio without subs.
- The main animation in 1x1 ratio for social with subs burnt in.
- The subtitle (SRT) file.
- A series of short animated 'loops' that showcase:
  - o Access for All
  - o Connected and Charged (wi-fi and power connections)
  - o Customer Comfort
  - o Happy to Help (friendly staff)
  - o More Tracks, More Trains.

Click here to browse and download these assets:

[Station Improvement assets](#)

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As more content is created or worked in, the toolkit will be updated and refreshed.

## DOWNLOADING THE ASSETS

All the assets are contained in one central folder, but on each page there will be a link to the specific material, hosted on OneDrive, so you can click and download exactly what you want.

## SUGGESTED COPY TO USE WITH THE ASSETS

Also in the master folder is a spreadsheet which is arranged by tabs. Each tab represents a different page of content, and within it you will find suggested copy for social media posts to be used with each asset, clearly labelled.

These are posts that we will have used at some point on the national channels, but they are just suggestions; you can use them, or write your own of course.



# The Cost of Bridge Strikes/bridge strike montage film

## WHAT IS IT?

A suite of animations that illustrate the cost of bridge strikes and a short clip that collects together footage and imagery of bridge strikes.

## WHAT COULD IT BE USED FOR?

- On social media as part of ongoing educational content on bridge strikes.
- On social media in response to a local bridge strike.
- Embed in press releases when promoting awareness of bridge strikes.
- To share with stakeholders to better inform on how we act.



## What's in the folder?



- Six animations to download; five representing a different type of improvement that can be delivered, one combining them all in an end to end animation.
- A short clip that collects together footage and imagery of bridge strikes to really hammer home the scale of the problem.

Click here to browse and download these assets:

# Delays Explained: Broken Rail

## WHAT IS IT?

A one-and-a-half-minute animation about why broken rails occur, how we respond to them and how we get passengers moving again.

## WHAT COULD IT BE USED FOR?

- On social media to advise passengers when a delay occurs due to broken rail.
- Embed in press releases when a delay occurs due to broken rail.
- To share with stakeholders to better inform on how we respond when this happens.



## What's in the folder?



- The full animation, with subtitles.
- A series of short animated 'loops' that highlight a different element of the film.

[Click here to browse and download these assets:](#)

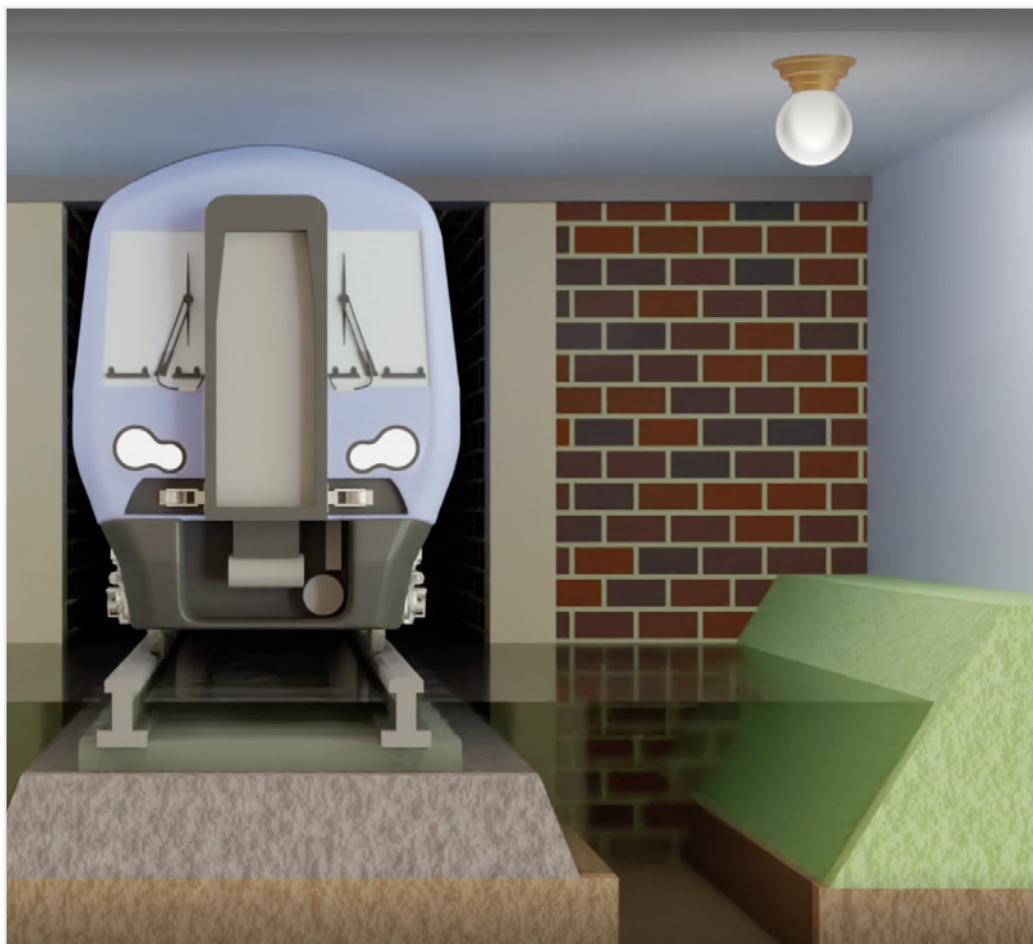
# Delays Explained: Flooding

## WHAT IS IT?

A just more than one-minute animation explaining how flooding affects the railway, how we reduce the effects of flooding and how we keep trains running safely.

## WHAT COULD IT BE USED FOR?

- On social media to advise passengers when a delay occurs due to flooding.
- Ahead of and during heavy rain and storms.
- Embed in press releases when a delay occurs due to flooding.
- To share with stakeholders to better inform on how we respond when this happens.



## What's in the folder?



- The full animation, with subtitles.
- A series of short animated 'loops' that highlight a different issue or response.

[Click here to browse and download these assets:](#)



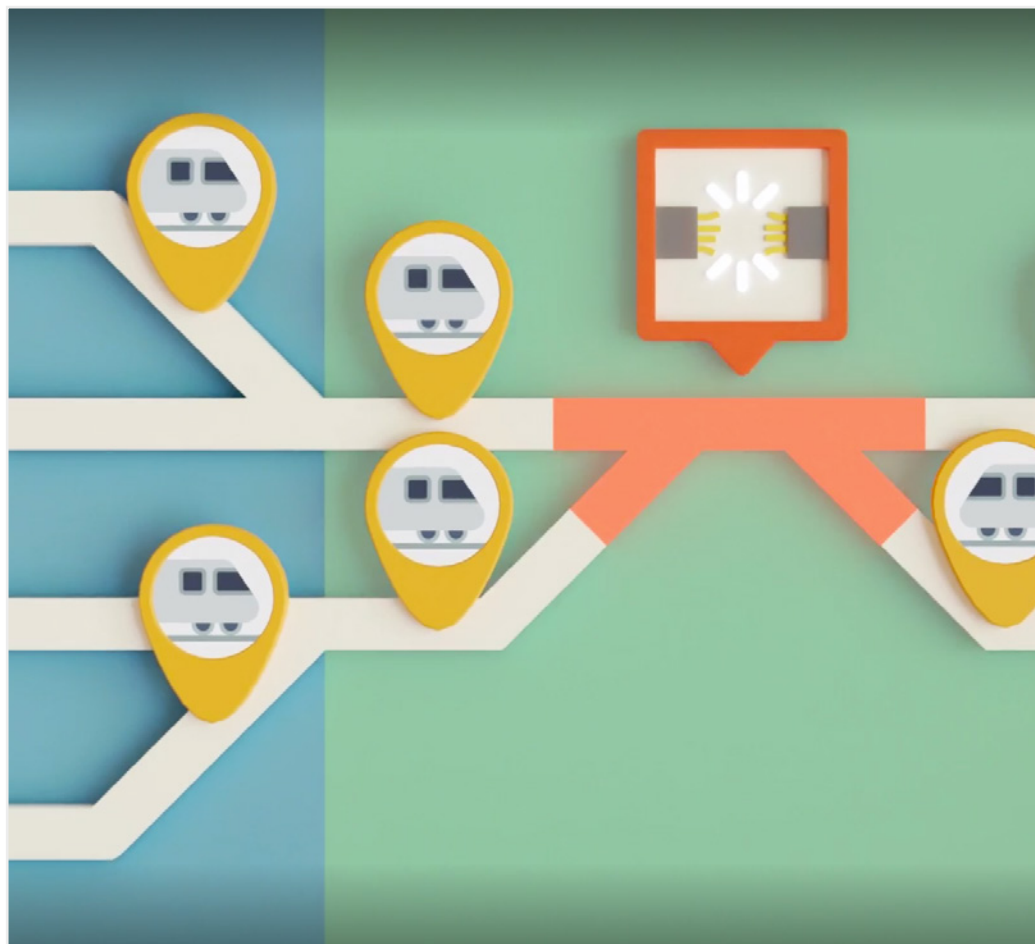
# Delays Explained: Knock-on Delays

## WHAT IS IT?

A two-and-a-half-minute animation about what causes knock-on delays and how we try to tackle them.

## WHAT COULD IT BE USED FOR?

- On social media to advise passengers when severe disruption occurs throughout the day.
- To share with stakeholders to better inform on how we respond when this happens.



## What's in the folder?



- The full animation, with subtitles.
- A series of short animated 'loops' that highlight the causes of knock-on delays and how we deal with them.

[Click here to browse and download these assets:](#)

# Delays Explained: Landslips

## WHAT IS IT?

A two-minute animation that explains how landslips occur, and how we work to get services moving again quickly and safely.

NB this animation has been created in careful consideration of the events that led to the tragic incident at Stonehaven in August 2020.

## WHAT COULD IT BE USED FOR?

- On social media to advise passengers when a delay occurs due to a landslip.
- Embed in press releases when a delay occurs due to a landslip.
- To share with stakeholders to better inform on how we act when it happens.



## What's in the folder?



- The full animation, both with and without subtitles.
- The subtitle (SRT) file.
- A series of short animated 'loops' that highlight a different part of the infrastructure to use when talking about more specific faults.

Click here to browse and download these assets:

# Delays Explained: OLE

## WHAT IS IT?

A two-minute animation that explains how OLE delays occur, and how we work to get services moving again quickly and safely.

## WHAT COULD IT BE USED FOR?

- On social media to advise passengers when a delay occurs due to OLE.
- Embed in press releases when a delay occurs due to OLE.
- To share with stakeholders to better inform on how we act.



## What's in the folder?



- The full animation, both with and without subtitles.
- The subtitle (SRT) file.
- A series of short animated 'loops' that highlight a different part of the infrastructure to use when talking about more specific faults.

Click here to browse and download these assets:

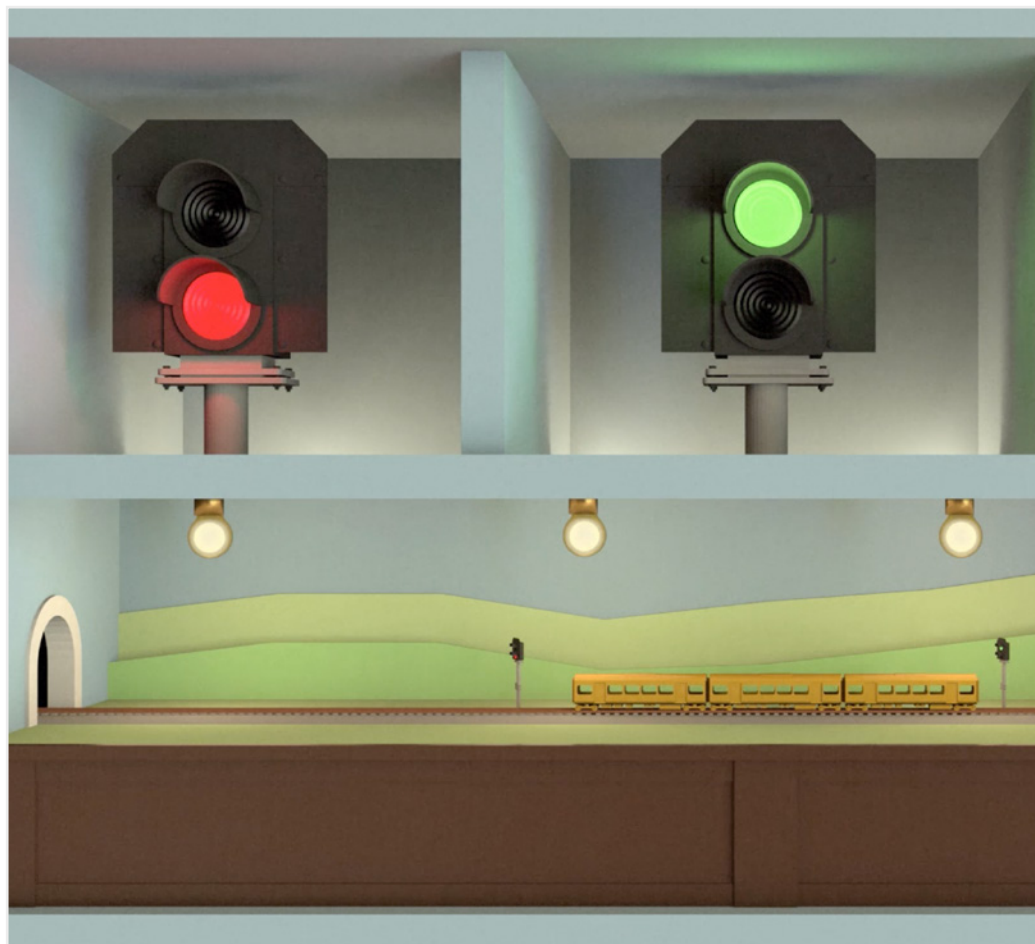
# Delays Explained: Signalling

## WHAT IS IT?

A two-minute animation that explains how signalling delays occur, and how we work to get services moving again quickly and safely.

## WHAT COULD IT BE USED FOR?

- On social media to advise passengers when a delay occurs due to signal failure.
- Embed in press releases when a delay occurs due to signal failure.
- To share with stakeholders to better inform on how we act when it happens.



## What's in the folder?



- The full animation, both with and without subtitles.
- The subtitle (SRT) file.
- A series of short animated 'loops' that highlight a different part of the infrastructure to use when talking about more specific faults.

Click here to browse and download these assets:

# Delays Explained: Speed Restrictions

## WHAT IS IT?

A two-minute 3D animation explaining what speed restrictions are and why we use them.

## WHAT COULD IT BE USED FOR?

On social media to educate passengers on why we use speed restrictions and how they keep them safe. It would be particularly helpful to deploy on social channels before or after planned engineering works or during severe weather.

Embed in press releases to explain speed restrictions around engineering works or during periods of severe weather.

To share with stakeholders to inform them of how we're keeping the railway safe.



## What's in the folder?



- The full film, without subtitles and with burnt in subtitles.
- The subtitle (SRT) file.

[Click here to browse and download these assets:](#)



# Delays Explained: Trespass and Vandalism

## WHAT IS IT?

An approximately two-minute animation about the incredible dangers of trespass and vandalism on the railway.

## WHAT COULD IT BE USED FOR?

- On social media to warn against trespass and vandalism.
- On social channels and in press releases during trespass campaigns
- To urge the public to report trespass.



## What's in the folder?



- The full animation, with subtitles.
- A series of short animated 'loops' that showing a different part of the film.

Click here to browse and download these assets:

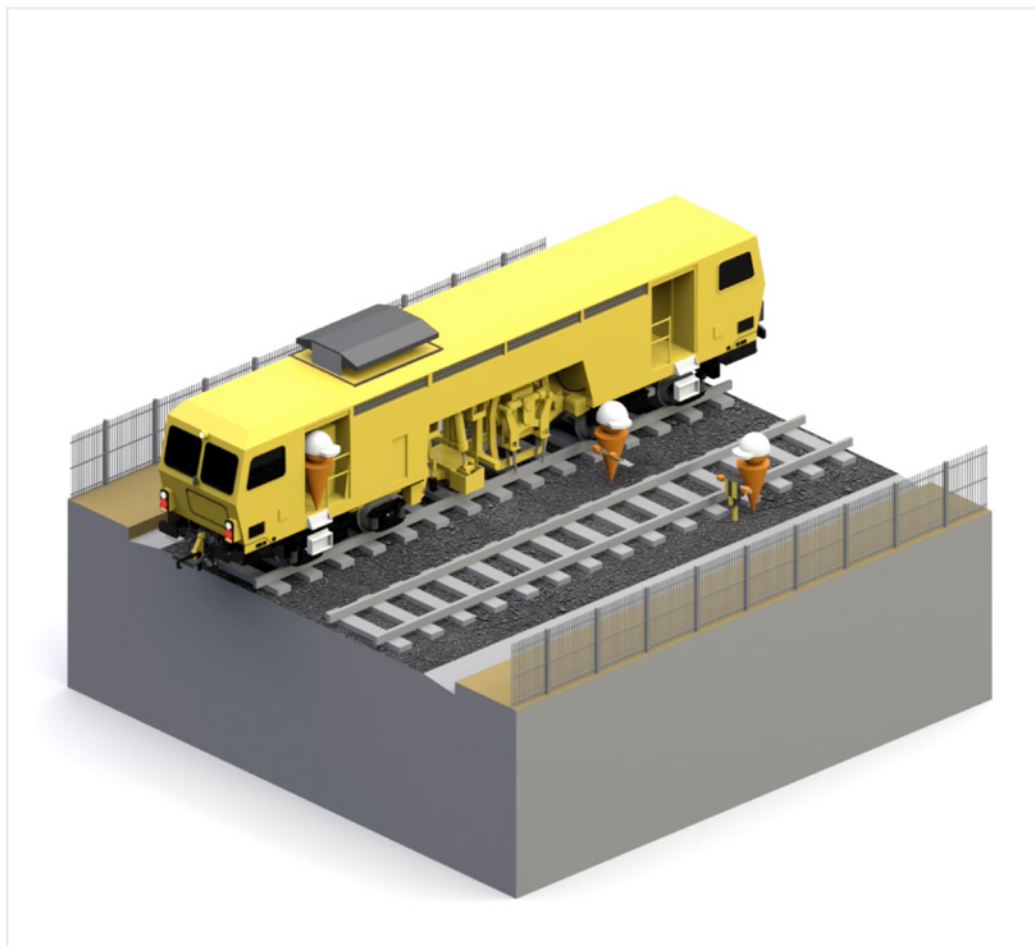
# Essential engineering animations

## WHAT IS IT?

A series of small looping animations that depict common infrastructure maintenance works in an appealing, simple and colourful style.

## WHAT COULD IT BE USED FOR?

- On social media to advise local stakeholders when this type of work is due to occur in their area.
- On social media to promote, spotlight and educate audiences on the spectrum of work that is undertaken in maintaining the railway.
- To share with stakeholders to better inform about this type of work.
- During the coronavirus crisis, we have also been using these to illustrate the types of essential work that we are continuing to carry out under the various restrictions as part of the 'essential worker' narrative.



## What's in the folder?



A series of short animated 'loops' that showcase:

- bridge works
- electrification
- level crossings
- noise and vibration
- road and footpath closures
- track renewals
- vegetation.

[Click here to browse and download these assets:](#)

# Job Done

## WHAT IS IT?

'Job Done' is a web series of mini documentaries that capture and summarise the work carried out by a specific team or function on the railway, breaking it down into the essentials, and delivering it in one to two minutes in a punchy 'Ronseal – does what it says on the tin' style. To date there are four episodes available.

## WHAT COULD IT BE USED FOR?

- On social media to provide more information if the type of work depicted is due to take place in a given area.
- Embed in press releases to give more context when promoting this kind of work taking place.
- To share with stakeholders to better inform on how we carry out our works.



## What's in the folder?



Four episodes:

- the NMT train
- the High Output ballast cleaner
- High Output track renewals
- OLE and piling.

Each has been supplied in 16x9 (widescreen) and 1x1 (social) sizing. The social outputs have the subtitles burnt in.

- The subtitle (SRT) files for each.

Click [here](#) to browse and download these assets:

# Faster, Safer, More Reliable

## WHAT IS IT?

An animation that explains the background to this phrase which is used in most press releases but generally doesn't elaborate on what's involved. The animation shows a few examples of the day to day work and how it specifically translates to an improved experience for passengers.

A series of short excerpts focusing on a different aspect have also been created to use for shorter posts.

## WHAT COULD IT BE USED FOR?

- On social media when routine works are being carried out.
- In press releases that advise of upcoming maintenance works in your route or region.
- On station screens.
- As part of a stakeholder toolkit.



## What's in the folder?



- Full 'Faster, Safer, More Reliable' animation.
- Excerpt – 'always working'.
- Excerpt – 'bridges'.
- Excerpt – 'installing or repairing OLE'.
- Excerpt – 'modernising signals'.
- Excerpt – 'renewing track'.

The main animation is supplied in 16x9 ratio without subtitles and with subtitles burnt in, and with the subtitle (SRT) file also. The excerpts are provided in 16x9 with SRT files.

[Click here to browse and download:](#)



# Putting Passengers First film and infogifics

## WHAT IS IT?

A 90 second film that captures and summarises the key tenets of Putting Passengers First. A series of 'infogifics' – animated infographics that reflect a different proof point of the PPF programme for us in a bright, appealing and attractive animated style.

## WHAT COULD IT BE USED FOR?

- On social media to emphasise our PPF commitments.
- To use in presentations or outreach to key stakeholders in demonstrating the programme of change we're undertaking.



## What's in the folder?



A series of short animated 'loops' that showcase:

- the PPF film
- the subtitle (SRT) file
- a series of short animated gifs that highlight a different element of PPF
- a full size gif which includes all the elements of PPF in one.

NB these were developed during the coronavirus crisis, and as such, there are alternative versions of the animations showing people with, and without the face coverings that are required, so that when they are no longer mandated, we can switch over.

[Click here to browse and download:](#)



# Station Improvements animation

## WHAT IS IT?

Originally released for Stations Day, this is a minute-long animation that talks about our commitment to improving the passenger experience in stations, from small improvements through to capacity upgrades.

## WHAT COULD IT BE USED FOR?

- On social media to promote station improvements.
- On OIS to promote station improvements.
- To use in presentations or outreach to key stakeholders in demonstrating the programme of change we're undertaking.



## What's in the folder?



- The main animation in 16x9 ratio without subs.
- The main animation in 1x1 ratio for social with subs burnt in.
- The subtitle (SRT) file.
- A series of short animated 'loops' that showcase:
  - o Access for All
  - o connected and charged (wi-fi and power connections)
  - o customer comfort
  - o happy to help (friendly staff)
  - o more tracks, more trains.

Click here to browse and download these assets:

# Women in engineering

## WHAT IS IT?

In support of both the company and the industry's ongoing initiative to inspire more females to work on the railway, we have produced a number of films in recent years to showcase rail and engineering as a welcoming vocation for women at any stage in their professional careers.

## WHAT COULD IT BE USED FOR?

- On social media ahead of national and international days of awareness related to women, chiefly International Women's Day and International Women in Engineering Day, but also including Careers Week and Tomorrow's Engineers week.
- On social media ahead of key dates in the academic calendar, such as A level or GCSE results days.
- In press releases concerning recruitment or in support of the above days and dates.



## What's in the folder?



- Our International Women in Engineering Day 2019 film 'Just Like Me', which features a number of female Network Rail engineers talking with passion about what attracted them to the profession.
- Our International Women in Engineering Day 2020 film 'Shape the World,' which revisits those same engineers and features them talking on the theme of how engineering is a profession that can truly shape the future.
- Network Rail's International Women's Day 2020 film 'Climb Aboard' which was a collaborative work with Southeastern trains and documents the running of the first ever fully female-crewed passenger train, with the passengers all being females who work in the industry.
- For International Women's Day 2020, we produced a film called 'All Change' which features two schoolchildren going on an amazing journey to discover the careers on the railway, meeting with female rail professionals along the way.
- For International Women's Day 2022, we produced a film called 'Autocomplete: Engineering questions answered' which features Engineers answering the most popular career questions searched for on Google.

Click here to download these assets:

# Change the Game

## WHAT IS IT?

In support of both the company and the industry's ongoing initiative to inspire more Black, Asian and minority ethnic people to work on the railway, in 2020 we celebrated Black History Month with the creation of our film 'Change the Game' which simultaneously celebrates the intertwining history of the railway and Black people in Britain, and a mixture of inspiring Black employees speaking with passion about their roles on the railway. You can download both the film and individual spotlights on some of the people featured.



## WHAT COULD IT BE USED FOR?

- On social media ahead of national and international days of awareness related to workforce diversity, most obviously during Black History Month,

but also including industry events like Careers Week and Tomorrow's Engineers week.

- On social media ahead of key dates in the academic calendar, such as A level or GCSE results days.

- In press releases concerning recruitment or in support of the above days and dates.
- As a film to show in education or early engagement settings.

## What's in the folder?



Our Black History Month 2020 film 'Change the Game,' which features a number of Black Network Rail employees talking with passion about their identity, and their passion for working on the railway.

The film is supplied in 16x9 ratio without subtitles, in 1x1 ratio for social with subtitles burnt in, and the subtitle (SRT) file also.

[Click here to browse and download these assets:](#)

# Do I Offend You?

## WHAT IS IT?

A two-minute flagship film about what Pride means to our people.

## WHAT COULD IT BE USED FOR?

On social media to promote Network Rail as a diverse and inclusive company, and an employer of choice.

Embed in press releases to promote diversity and inclusion at Network Rail.

To share with stakeholders to inform them of how we're working hard to become a more diverse and inclusive organisation.



## What's in the folder?



- The full film, without subtitles and with burnt in subtitles.
- The subtitle (SRT) file.

[Click here to browse and download these assets:](#)



# Against Strong Winds

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## WHAT IS IT?

A five-and-a-half minute film featuring the story of Stephen Duckwork, OBE, a non-executive director at Network Rail. Stephen tells us how, as a disabled person, it's his aim to help create a railway that's fully accessible to everyone.

## WHAT COULD IT BE USED FOR?

On social media ahead of or during awareness days such as International Day of Disabled Persons.

Embed in press releases about accessibility and Purple Light Up.

To share with stakeholders to explain that we're working hard as an organisation to improve accessibility.



## What's in the folder?

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- The full film, without subtitles and with burnt in subtitles.
- The subtitle (SRT) file.

Click here to browse and download these assets:



# Our Mobility Assistance Teams

## WHAT IS IT?

A two-minute film about how our stations' mobility assistance teams can help passengers on their journeys.

## WHAT COULD IT BE USED FOR?

On social media to make passengers aware of the customer services we offer through our mobility assistance teams, from greeting passengers at the station to driving them down the platform.

Embed in press releases as part of our customer service and Access for All communications.

To share with stakeholders to inform them of how we're providing better services to customers.



## What's in the folder?



- The full film, without subtitles.
- The subtitle (SRT) file.

[Click here to browse and download these assets:](#)

# Timetables Explained

## WHAT IS IT?

A two-minute film that breaks down the various stages of how we plan and deliver timetables for the railway in Britain.

## WHAT COULD IT BE USED FOR?

- On social media to add context for passengers ahead of a timetable change.
- On social media to promote, spotlight and educate audiences on an aspect of our work.
- To share with stakeholders to better inform them about this type of work.



## What's in the folder?



The two-minute film clip.

Click here to download:

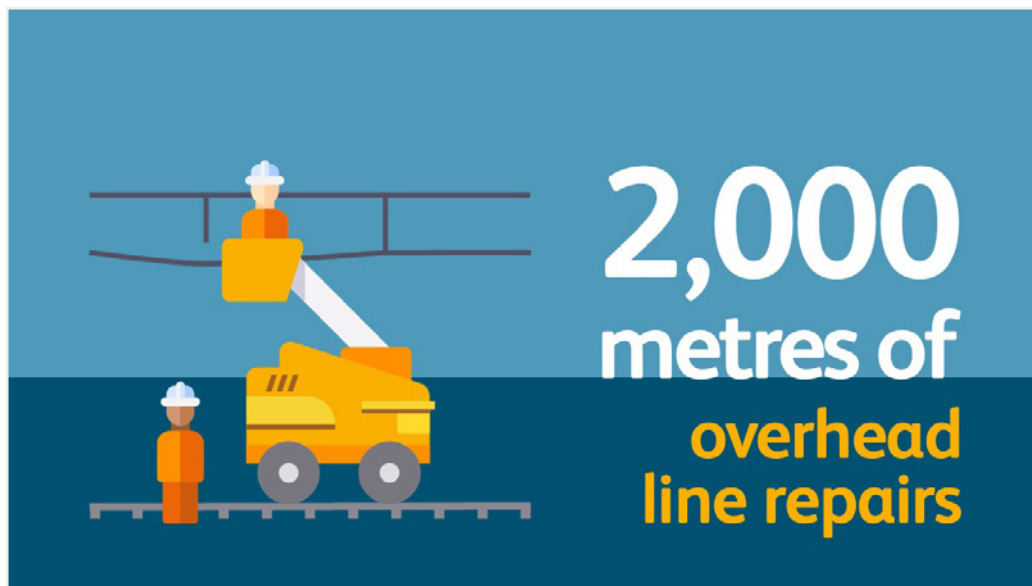
# Engineering works – infographic templates

## WHAT IS IT?

A series of slides featuring customisable depictions of some of our most common engineering works and equipment.

Each one is a standalone PowerPoint slide, which can be edited with relevant stats and information, and then saved as an image for use on social.

The idea is that a number of them can be updated in sequence to illustrate in bright, simple style the works that are being carried out in a given place at a given time.



## WHAT COULD IT BE USED FOR?

- On social media ahead of Bank Holidays, or any general upcoming works.
- In presentations to stakeholders.
- On station screens.

## What's in the folder?



17 slides that showcase a wide range of different works and equipment, including bridge renewals, OLE repair, points upgrade – or number of engineering trains, wagons, tonnes of ballast etc.

[Click here to browse and download these assets:](#)

# Why Do We Carry Out Works at Bank Holidays?

## WHAT IS IT?

An animation that explains why we carry out major engineering works at bank holiday weekends, explaining the rationale, planning and execution behind these works.

A series of short excerpts focusing on a different aspect have also been created to use for shorter posts.

## WHAT COULD IT BE USED FOR?

- On social media ahead of Bank Holidays.
- In press releases that advise of upcoming bank holiday works in your route or region.
- On station screens in the run up to a bank holiday.
- As part of a stakeholder toolkit.



## What's in the folder?



- Full bank holiday engineering works animation.
- Excerpt – 'backup plans'.
- Excerpt – 'equipment, supplies, materials, people'.
- Excerpt – 'improving your railway'.
- Excerpt – 'planned in advance'.
- Excerpt – 'timetable changes'.

The main animation is supplied in 16x9 ratio without subtitles and with subtitles burnt in, and with the subtitle (SRT) file also. The excerpts are provided in 16x9 with SRT files.

[Click here to browse and download:](#)



# Why We Work at Night

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## WHAT IS IT?

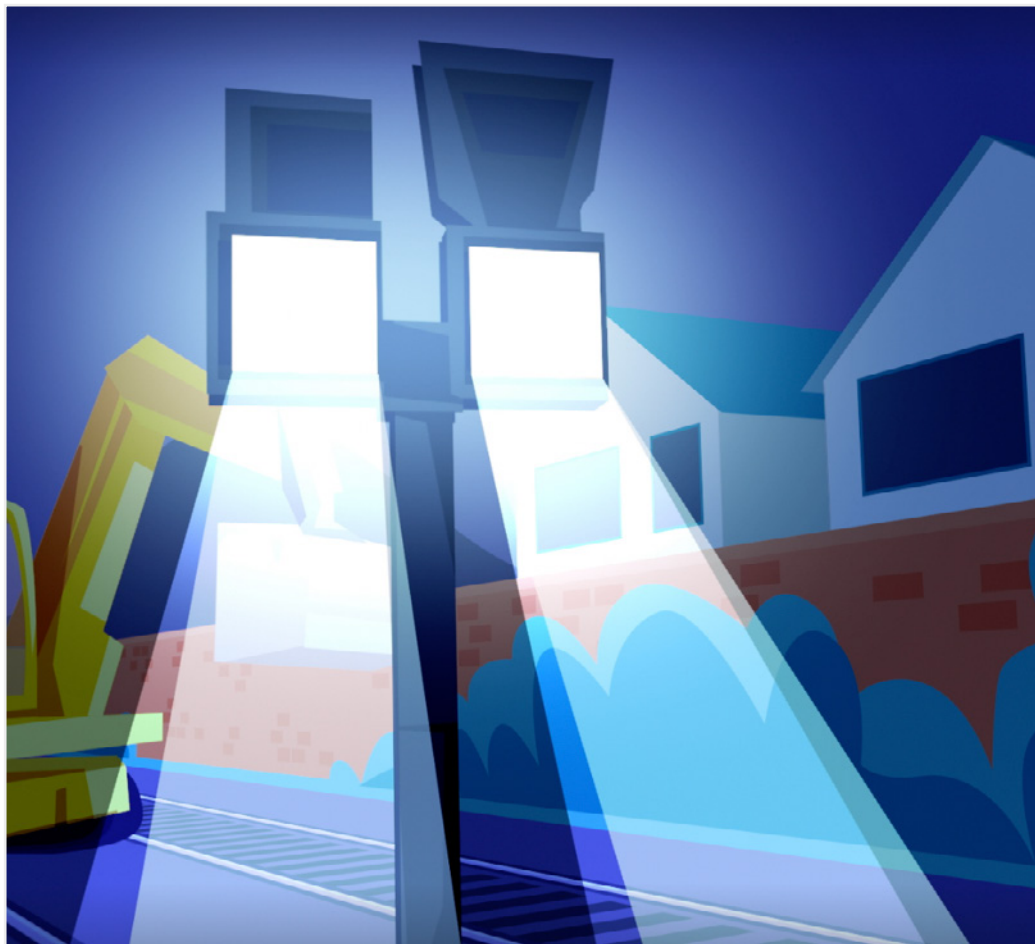
An approximately one-and-a-half minute animation explaining to our passengers and neighbours why we carry out many of our engineering and maintenance works at night.

## WHAT COULD IT BE USED FOR?

On social media ahead of or during significant works taking place at night.

Embed in press releases about significant works.

To share with stakeholders to better inform on how we plan our works.



## What's in the folder?



- The full animation, with subtitles.
- A series of short animated 'loops' that highlight a different element of the film.
- The subtitle (SRT) files.

Click here to browse and download these assets:

# Living by the Railway

## WHAT IS IT?

A one-and-a-half-minute animation explaining to people living near the railway the essential works we must carry out, how they may impact our neighbours and how they can find out more.

A series of short excerpts focusing on a different aspect have also been created to use for shorter posts.

## WHAT COULD IT BE USED FOR?

- On social media when routine works are being carried out.
- In press releases that advise of upcoming maintenance works in your route or region.
- On station screens.
- As part of a stakeholder toolkit.



## What's in the folder?



- Full 'living by the railway' animation.
- Excerpt – 'a neighbour to millions'.
- Excerpt – 'types of work'.
- Excerpt – 'we reduce disruption as much as possible'.
- Excerpt – 'keeping the railway safe and reliable'.
- Excerpt – 'contact us'.

The main animation is supplied in 16x9 ratio without subtitles and with the subtitle (SRT) file. The excerpts are provided without audio.

[Click here to browse and download:](#)

# Fleet for the Future

## WHAT IS IT?

A highly-stylised, one-minute animation telling passengers about our impressive fleet of machines and vehicles.

A series of short excerpts focusing on a different aspect have also been created to use for shorter posts.

## WHAT COULD IT BE USED FOR?

On social media to inform passengers of how we use best-in-class machines and vehicles to give them a safe and reliable railway.

Embed in press releases to give more context when promoting engineering work taking place.

To share with stakeholders to inform them of how we carry out our works.



## What's in the folder?



- Full 'Fleet for the Future' animation.
- Excerpt – 'NMT'.
- Excerpt – 'High Output'.
- Excerpt – 'MMT'.
- Excerpt – 'tamper'.
- Excerpt – 'Rail Milling Train'.
- Excerpt – 'snow plough'.
- Excerpt – 'Air Ops'.

The main animation is supplied in 16x9 ratio without subtitles and with the subtitle (SRT) file. The excerpts are provided without audio.

[Click here to browse and download:](#)

# AIVR

## WHAT IS IT?

A three-minute film highlighting we're leaders in innovation. AIVR (automated intelligent video review) is tech supplied by Bristol-based One Big Circle. It combines footage captured by cameras fitted to trains with machine learning to give us data about the environment on and surrounding our track.



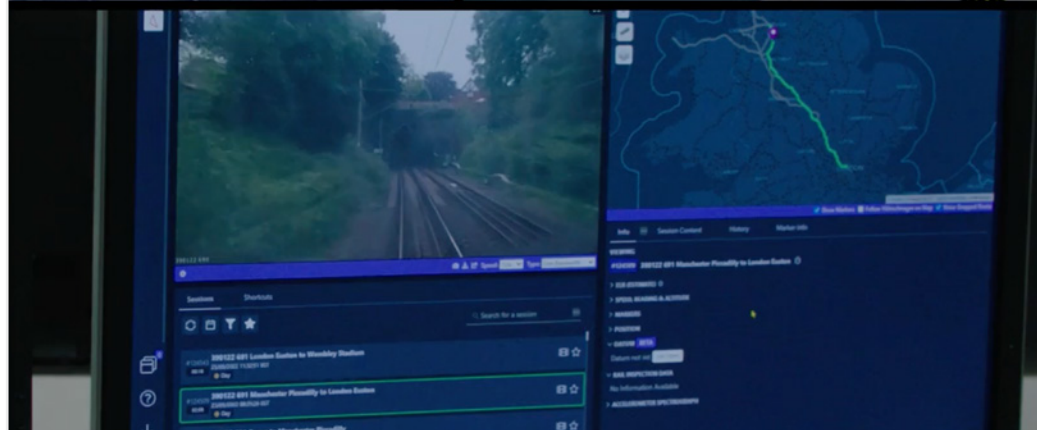
## WHAT COULD IT BE USED FOR?

Ahead of tech and innovation awareness days.

To explain how we're using tech to reduce disruption.

Embed in press releases about investment in innovation.

To share with stakeholders and tech companies to explain how we're working with third-party innovators.



## What's in the folder?

- The full film, without subtitles and with burnt in subtitles.
- The subtitle (SRT) file.

Click here to browse and download these assets:



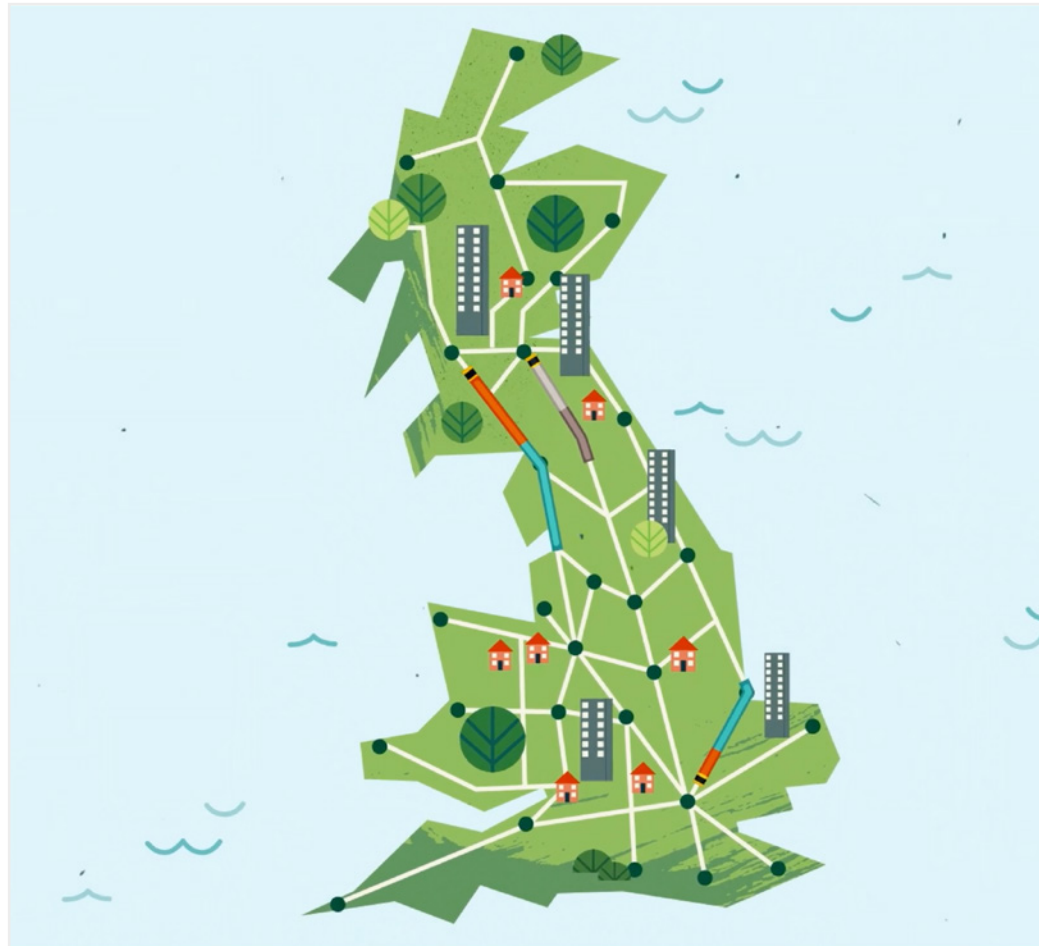
# The Vital Role of Britain's Rail Freight

## WHAT IS IT?

A less than two-minute animation about how rail freight provides a faster, greener, safer and more efficient way of transporting goods than roads.

## WHAT COULD IT BE USED FOR?

- On social media to inform our audiences of how rail freight helps the economy and environment.
- Embed in press releases to give more context when promoting rail freight.
- To share with stakeholders to inform them of how we support the freight sector.



## What's in the folder?



- Full 'rail freight' animation.
- Excerpt – 'consumer goods'.
- Excerpt – 'food to supermarket'.
- Excerpt – 'low-carbon transport'.
- Excerpt – 'lorries off roads'.
- Excerpt – 'build back better'.

The main animation is supplied in 16x9 ratio without subtitles and with subtitles burnt in, and with the subtitle (SRT) file also.

[Click here to browse and download:](#)

# Reduce, Reuse, Recycle

## WHAT IS IT?

A three-minute film about Whitemoor – the railway’s huge recycling facility.

## WHAT COULD IT BE USED FOR?

- On social media to tell our audiences how we’re helping the environment by reducing, reusing and recycling waste for a sustainable railway.
- mbed in press releases to give more context when promoting the railway’s role in sustainability.
- To share with stakeholders to inform them of how the railway is working hard to improve sustainability.



## What’s in the folder?



The film is supplied in 16x9 ratio and 1x1 ratio, without subtitles and with subtitle (SRT) file also.

[Click here to browse and download these assets:](#)

# Our Low-Emission Railway

## WHAT IS IT?

An approximately one-and-a-half minute animation about how we're becoming more sustainable. It includes examples of some of the practical steps we're taking to achieve our 30-year strategy of a sustainable railway.

## WHAT COULD IT BE USED FOR?

On social media ahead of and during awareness days like World Environment Day.

To explain to all audiences how travelling by train contributes to a greener Britain.

Embed in press releases about sustainability.

To share with stakeholders to explain how we're reducing our impact on the environment.



## What's in the folder?

- The full film, without subtitles and with burnt in subtitles.
- The subtitle (SRT) file.

Click here to browse and download these assets:

# Britain's Steel Spine

## WHAT IS IT?

An approximately two-and-a-half-minute animation railway's vital role in the economy.

## WHAT COULD IT BE USED FOR?

- On social media to explain to passengers, communities, policy-makers, MPs and industry partners why the railway is so important to Britain's economy.
- In press releases about the railway's role in the economy.



## What's in the folder?



- The full animation, with subtitles.
- A series of short animated 'loops', including how we're ensuring greater efficiency and better value for taxpayers, and how we're working with small and medium-size enterprises.

Click here to browse and download these assets:



# What's a Main Line?

## WHAT IS IT?

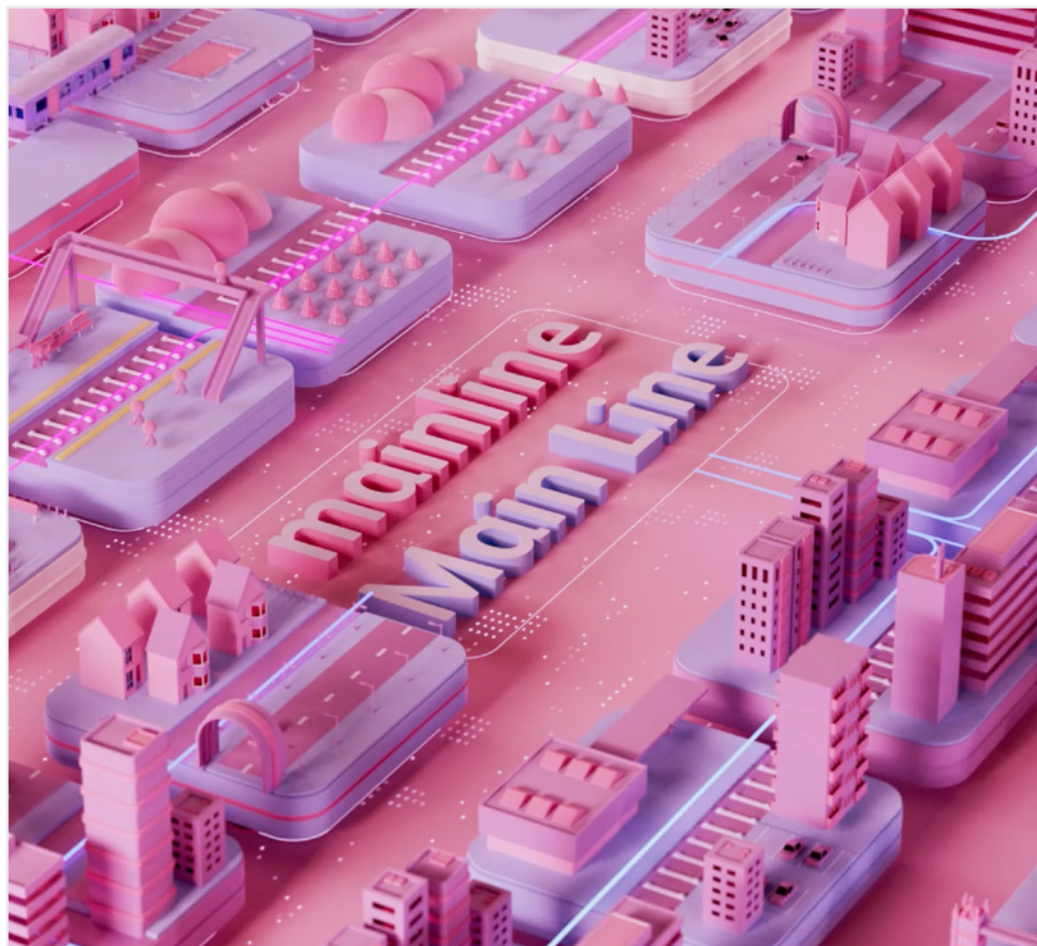
A two-minute animation explaining the difference between the mainline railway and Main Lines.

## WHAT COULD IT BE USED FOR?

On social media when telling our audiences about vital work on Main Line railways such as the West Coast Main Line or the East Coast Main Line.

Embed in press releases about bank holiday works or routine maintenance or upgrades.

To share with stakeholders, passengers, neighbours and local authorities to explain how Network Rail is a responsible custodian of an historic and busy railway that connects communities across Britain.



## What's in the folder?

- The full film, without subtitles and with burnt in subtitles.
- The subtitle (SRT) file.

[Click here to browse and download these assets:](#)

# Horse-drawn to High Speed

## WHAT IS IT?

An almost two-minute animation about how we're proud custodians of an historic railway. It tells our audiences that we're doing our best to modernise the railway for better journeys while sensitively looking after legacy structures.

## WHAT COULD IT BE USED FOR?

On social media ahead of and during maintenance and restoration work.

Embed in press releases about the maintenance and restoration of historic structures.

To share with stakeholders, passengers, neighbours and local authorities to explain how Network Rail is a responsible custodian.



## What's in the folder?

- The full film without subtitles
- The subtitle (SRT) file.

[Click here to browse and download these assets:](#)

## Picture credits

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# Social Media Toolkit 2023

To find out more about our toolkit, get in touch with the Network Rail Digital, Social Media and Film team by emailing