

## Rider Insurance Twitter Policy

Twitter is a 'microblogging' platform which allows users to post and exchange short messages (up to 140 characters in length) and converse publicly with other users via a mobile phone or web browser. Twitter allows users to share links to online information, publish photographs and share other media such as video.

With the exception of direct messages exchanged between users, all messages (or 'tweets') are public and visible to all for review, comment and sharing.

## Rider Insurance Twitter Account

Rider Insurance uses Twitter for office alerts/closures, news, promotions, event updates and general information. In certain circumstances, Rider Insurance may also use Twitter to engage directly with the public. Rider Insurance currently operates the following Twitter account:

- [@RiderInsurance](#) – for motorcycle insurance and related information including industry news, events, blog content and polling

## Twitter Content

The Rider Insurance Twitter account is managed by the Rider Insurance Marketing Department. If you follow Rider Insurance's Twitter account, you can expect around 3-5 tweets a week covering topics including, but not limited to:

- Alerts from Rider Insurance regarding closures, updates, and promotions.
- Posts about news, publications, related (sometimes not) to the motorcycle industry.
- Posts about new content on our other digital channels - for example videos on YouTube
- Invitations to provide feedback on specific issues on which we are consulting.
- Occasional live coverage of events and tradeshow.

Rider Insurance also utilizes other information channels and does not solely release news and announcements via Twitter.

## Availability

Rider Insurance updates and monitors its Twitter account during office hours Monday to Friday and occasionally on the weekend. Twitter may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter downtime issues.

## Following

Rider Insurance does not automatically follow organizations or individuals who follow it. Rider Insurance may follow relevant organizations including government agencies. Being followed by Rider Insurance does not imply endorsement of any kind.

## Unfollowing

As part of account maintenance and monitoring, Rider Insurance regularly reviews accounts it is following. This may result in unfollowing accounts.

## Privacy

Rider Insurance does not capture or record the contact details of parties following its Twitter account. Any information identified or deemed confidential or private is treated in accordance with Rider Insurance's [Privacy Policy](#).

## @Replies and Direct Messages

Rider Insurance welcomes feedback and ideas from its followers. Rider Insurance reads all @replies and Direct Messages and ensures that any emerging themes or helpful suggestions are forwarded to the relevant people in Rider Insurance. Where Rider Insurance is not able to reply individually to messages received via Twitter and where common topics and requests exist, it may issue a general notification to all parties. The standard ways of contacting Rider Insurance for official correspondence are detailed in the [Contact Us](#) section of the Rider Insurance website.

## Hashtags (#)

It is conventional among Twitter users to distinguish content using semantic tags (keywords), preceded by a # sign. This enables users to search and filter information based on keywords and share information more meaningfully. Hashtags also allow users to quickly identify 'trending' topics (as displayed on the Twitter.com homepage). Rider Insurance will sometimes use hashtags when:

- Providing live coverage of events (live-tweeting)
- Posts including promotions and contests

## Link shortening

Unless they are already very short URLs, tweets will be shortened using link compressing sites for example: bitly.com.

## **Re-tweeting**

Rider Insurance actively seeks opportunities to re-tweet content that contributes to the dissemination and exchange of information about motorcycle insurance and related topics.

Content includes but is not limited to:

- Research findings and statistics
- Relevant industry/business events
- Relevant celebrations/commemorations e.g. awards, themed days (e.g. National ride to work day).