



## **FULL COUNCIL REPORT**

Date Written	1 <sup>st</sup> February 2017
Report Author	Ryan James
Service Area	ICT
Exempt/Non Exempt	Non Exempt
Committee Date	22 <sup>nd</sup> February 2017

*To: Mayor, Ladies and Gentlemen*

## **SOCIAL MEDIA POLICY**

### **1.0 SUMMARY OF THE REPORT**

- 1.1 The Council recognises that there are many benefits and opportunities that social media can bring as a tool. Alongside other communications it can help the Council to communicate with the residents of Merthyr Tydfil, to consult and engage with them on new developments and projects and to raise awareness of the Council's activities.
- 1.2 This Social Media Policy outlines how and why the Council will manage a corporate social media presence across various social media platforms.
- 1.3 The Social Media Policy also details the standards expected to be abided by each employee that participates in the use of social media.
- 1.4 To allow the Information Governance Forum to keep up to date and to amend, delete, add or substitute relevant provisions, as necessary, to the Social Media Policy.

### **2.0 RECOMMENDATIONS that**

- 2.1 The Social Media Policy be approved and the Information Governance Forum be authorised to update and amend the policy, as necessary.

### 3.0 INTRODUCTION AND BACKGROUND

- 3.1 Social media is the use of web-based and mobile technology to create and exchange information between individuals, organisations and communities.
- 3.2 The Council currently uses social media to communicate effectively with customers and stakeholders and it is likely that the use of social media will increase in the future.
- 3.3 The Social Media Policy outlines how employees can effectively use social media whilst protecting the Council's business information and any client or customer information within its custody or safekeeping by safeguarding its confidentiality, integrity and availability.
- 3.4 This policy covers the creation and use of social media sites on behalf of Merthyr Tydfil County Borough Council and the posting of comments on the Council's and other social media comments and social media sites.
- 3.5 Additionally this policy deals with protecting the reputational integrity of the Council and provides an appropriate level of awareness, knowledge and skill to minimise the occurrence and severity of information security incidents.
- 3.6 There is a requirement for policies to be updated regularly following any information security and/or data protection incidents/breaches, changes to legislation, or when new advice and guidance is received from third-parties such as the Information Commissioner's Office (ICO).
- 3.7 Full Council has previously agreed that the Information Security Policy and supporting operational policies can be kept up to date, amended, deleted and relevant provisions added or substituted, as necessary by the Information Governance Forum in consultation with the Cabinet Member for Governance and Corporate Services. The Information Governance Forum would like to request that the same principle is applied to the Social Media Policy. The following statement can be found within the Social Media Policy:

*"The Council takes seriously its statutory responsibilities and will, at all times, act in accordance with the law and take necessary and proportionate action in these types of matters. In that regard, the Information Governance Forum is duly authorised by the Council to keep this Policy up to date and to amend, delete, add or substitute relevant provisions, as necessary, in consultation with the Cabinet Member for Governance and Corporate Services".*

- 3.8 In the event of any update to the Social Media Policy, the Information Governance Forum will provide Full Council with an information report in relation to the update.

#### **4.0 FINANCIAL IMPLICATION(S)**

4.1 There are no financial implications with the introduction of this policy.

#### **5.0 SINGLE INTEGRATED PLAN AND SUSTAINABILITY IMPACT SUMMARY**

5.1 The Single Integrated Plan and Sustainability Impact Assessment has been completed and the proposals have no negative impact on all aspects of the Corporate Plan and Single Integrated Plan. No negative impacts have been identified.

#### **6.0 EQUALITY IMPACT ASSESSMENT**

6.1 An Equality Impact Assessment (EqIA) form has been prepared for the purpose of this report. It has been found that a full assessment is not required at this time. The form can be accessed on the Council's website/intranet via the 'Equality Impact Assessment' link.

**ELLIS COOPER**  
**DEPUTY CHIEF EXECUTIVE**

**COUNCILLOR PHIL WILLIAMS**  
**CABINET MEMBER FOR GOVERNANCE**  
**AND CORPORATE SERVICES**

<b>BACKGROUND PAPERS</b>		
<b>Title of Document(s)</b>	<b>Document(s) Date</b>	<b>Document Location</b>
Social Media Policy	01/02/2017	ICT
<b>Does the report contain any issue that may impact the Council's Constitution?</b>		<b>No</b>

***Consultation has been undertaken with the Corporate Management Team in respect of each proposal(s) and recommendation(s) set out in this report.***