



## **FULL COUNCIL REPORT**

Date Written	21 <sup>st</sup> January 2018 **
Report Author	Ryan James
Service Area	ICT
Exempt/Non Exempt	Non Exempt
Committee Date	7 <sup>th</sup> February 2018

*To: Mayor, Ladies and Gentlemen*

## **MEMBERS 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 is an easy way to talk and listen to our residents, local businesses and other partner organisations. Without access to these tools we would be a weaker organisation as we would not be able to consult and engage with people in our communities on new developments and projects, to hear what they care about, what they want to get involved with and what they think of their Council.
- 1.2 This Policy is for Members who use social media as a tool to share information (i.e. information in the public domain), open new dialogues with the people they represent in their community and beyond, and engage their electorate in productive two-way conversation. This Policy also describes the standards expected to be abided by each Member that participates in the use of social media.
- 1.3 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 Members Social Media Policy be approved by Full Council 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 objective of this Policy is to provide guidance to Members on the acceptable use of social media.
- 3.3 This Policy (which is attached at Appendix 1) is intended to minimise the risk of social media which can impact on the reputation of the Council. It is the Council's aim to ensure that Members are able to enjoy the benefits of social networking whilst understanding the standards of conduct expected by the Council.
- 3.4 The purpose of this Policy is to outline Members responsibilities when using the internet to access social networking websites. It is designed to make Members aware of the risks to the Council's confidential and proprietary information, reputation and compliance with legal obligations so that Members understand their responsibility in preventing or minimising these risks. In setting and monitoring these standards, the Council will comply with the individual rights of Members and any further legislative requirements.
- 3.5 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).
- 3.6 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 Members Social Media Policy. The following statement can be found within the Members 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".*

- 3.7 In the event of any update to the Members 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 EQUALITY IMPACT ASSESSMENT

5.1 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 ANDREW BARRY**  
**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>
Members Social Media Policy	21/01/2018	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.***