

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

**Personnel Committee
14th May 2018**

Report of the Head of Human Resources – Sheenagh Rees

Matter for Decision

Wards Affected:

All wards

Revised Social Media Policy

1. Purpose of the Report

The purpose of this report is to seek Member approval to introduce a revised Social Media Policy.

2. Executive Summary

Social media is defined as a type of interactive online media or app that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums, apps, blogs, video-and image-sharing apps and websites and similar facilities. It can be used to share news and information and keep our citizens and employees up to date with important developments

There is, however, an inherent risk involved in using social media, in that, it is an instantaneous and far reaching form of communication and inappropriate use can impact upon our citizens, employees and the reputation of the Council.

3. Background

The Council has, since 2012 had in place a Social Media Policy. However, since this was introduced, social media has increased in usage and is an integral part of the way in which we communicate with each other in our day to day lives.

As a result of the above, it was necessary to review our Social Media Policy and introduce a revised more fit for purpose policy.

4. Development of the Social Media Policy

The Policy was developed taking into account guidance provided by ACAS, which states:-

Employers should develop a policy setting out what is and what is not acceptable behaviour at work when using the internet, emails, smart phones, and networking websites. The policy should also give clear guidelines for employees on what they can and cannot say about the organisation. Any policy should be clear throughout about the distinction between business and private use of social media. If it allows limited private use in the workplace, it should be clear what this means in practice.

The Policy addresses all the above.

When developing this Policy, the trade unions were consulted and they sent the draft Policy to their regional officers, for consideration. Some slight amendments were received, which have been incorporated into the Policy.

5. Consultation

There is no requirement for external consultation on this Policy.

6. Implementation

In order to ensure that employees are aware of this revised Social Media Policy, it will be placed on the HR Intranet, an article will be placed 'In The Loop' and Heads of Service will be requested to cascade the information to managers and employees within their respective service areas.

7. Financial Impact

There are no financial impacts associated with this report.

8. Equality Impact Assessment

An Equality Impact Assessment screening form was completed to assist the authority in complying with its Public Sector Equality Duty. The screening indicated that there was no requirement to carry out a full equality impact assessment. Please see Appendix 1.

9. Workforce Impacts

The introduction of the revised Social Media Policy will provide managers and employees with a clear framework on what is permitted and what is not permitted in relation to social media and employment.

10. Legal Impacts

The Policy fully complies with employment legislation.

11. Risk Management

There are no risks associated with this report.

11. Consultation

There is no requirement under the Constitution for external consultation on this item.

12. Recommendations

It is **RECOMMENDED** that Members **APPROVE** the introduction of the revised Social Media Policy.

FOR DECISION.

13. Reasons for Proposed Decision

To provide employees with a framework of guidelines in relation to the use of social media.

14. Implementation of Decision

The decision is for immediate implementation

15. Appendices

Appendix 1 – Equality Impact Assessment Screening Form

Appendix 2 – Social Media Policy

16. List of Background Papers

ACAS Guidelines – Social Media in the Workplace.

17. Officer Contact

Sheenagh Rees, Head of Human Resources

E-mail s.rees5@npt.gov.uk

Telephone 01639 763315

Diane Hopkins, Principal HR Manager

E-mail: d.b.hopkins@npt.gov.uk

Telephone 01639 763012