

# **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL**

**Personnel Committee  
3rd September 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**

A revised Social Media Policy was presented to Personnel Committee on 14<sup>th</sup> May 2018. At this meeting, it was agreed to make further revisions to the Policy to make employees aware of health and safety implications in relation to using social media at work and to strengthen the potential consequences of breaching the Policy.

These changes, as agreed, have now been made and the policy re-submitted to this Committee for Members approval. They are highlighted in yellow for ease of reference,

### **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 risk 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 medial.

**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

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