

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

PERSONNEL COMMITTEE

11TH MARCH 2024

REPORT OF THE HEAD OF PEOPLE AND ORGANISATIONAL DEVELOPMENT – SHEENAGH REES

Matter for Decision

Wards Affected: All wards

Review of Social Media Policy

1. Purpose of Report:

The purpose of this report is to seek Member approval to revise the Council's Social Media Policy.

2. Executive Summary:

There are many benefits to using social media. Alongside other communications it can help Neath Port Talbot County Borough Council to communicate with citizens, to consult and engage and be more transparent and accountable.

The Council also values social media as a tool in the workplace and encourages employees to use it responsibly.

The policy outlines how employees of Neath Port Talbot County Borough Council should act and behave whilst using social media if they use it for work or identify themselves as an employee of Neath Port Talbot County Borough Council.

3. Background:

The current policy was introduced in 2015 and applies to all employees of the Council (excluding schools). However, since 2020 and the introduction of Hybrid Working, the policy needs updating to reflect the changes in work styles and working arrangements of our employees.

4. Review

The following amendments have been made to the Social Media Policy:

- Core hours have been removed to take on board the hybrid working framework and new ways of working
- There are now clear headings in the policy which includes using social media as a part of your job, using social media whilst you are working and in your personal time
- The policy outlines employees have a choice to disclose if they work for Neath Port Talbot Council, but they must be mindful when using social media if they decide to do this
- A guidance note to assist employees has been included within the policy as an appendix.

5. Communication of the Policy

Focus Groups were facilitated by the Future of Work Team in relation to the review of this policy. It is important that the revised policy is communicated widely across the Council. This will be done via 'The Sway', on NPT Connect and the Viva Engage platform. An email will also be sent to Accountable Managers to cascade to their teams. Alternative arrangements will be made with managers of front line services to ensure that these employees are also made aware of the revised policy.

6. Financial Impacts:

No impacts.

7. Integrated impact assessment:

A first stage impact assessment has been undertaken to assist the Council in discharging its legislative duties (under the Equality Act, the Welsh Language Standards (No.1) Regulations 2015, the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016). The first stage assessment, attached at appendix 2 has indicated that a more in-depth assessment is not required. A summary is included below:

"A full impact is not required as there is no impact on any protected group. It also has no negative impact on bio-diversity or the Welsh Language".

8. Valleys Communities Impacts:

No Impacts.

9. Workforce Impacts:

It is anticipated that the policy will positively impact on our workforce guiding them in understanding the benefits of social media, but also providing advice to be mindful whilst using it.

10. Legal Impacts:

No impact.

11. Risk Management Impacts:

No impact.

12. Crime and Disorder Impacts

No impact.

13. Counter Terrorism Impacts

No impact

14. Consultation:

There is no requirement under the Constitution for external consultation on this item. The proposed revisions to this policy have been fully endorsed by the Trade Unions as they have been involved in the review, together with our managers and employees during focus groups.

15. Recommendations:

It is **RECOMMENDED** that Members **APPROVE** the amended Social Media Policy.

FOR DECISION

16. Appendices:

Appendix 1 – Amended Social Media Policy
Appendix 2 – Integrated Impact Assessment Screening Form

17. List of background papers:

None.

18. Officer Contact

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