

Impact Assessment - First Stage

1. Details of the initiative

Initiative description and summary: Social Media Policy Changes
Service Area: All Council Employees (excluding schools)
Directorate: All

2. Does the initiative affect:

	Yes	No
Service users		x
Staff	x	
Wider community		x
Internal administrative process only	x	

3. Does the initiative impact on people because of their:

	Yes	No	None/ Negligible	Don't Know	Impact H/M/L	Reasons for your decision (including evidence)/How might it impact?
Age		x				The change in policy does not impact on people with any protected characteristic, as all employees under the scope of this policy are able to use it.
Disability		x				As above
Gender Reassignment		x				As above
Marriage/Civil Partnership		x				As above
Pregnancy/Maternity		x				As above
Race		x				As above
Religion/Belief		x				As above

Sex		x				As above
Sexual orientation		x				As above

4. Does the initiative impact on:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence used) / How might it impact?
People's opportunities to use the Welsh language		x				
Treating the Welsh language no less favourably than English		x				

5. Does the initiative impact on biodiversity:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence) / How might it impact?
To maintain and enhance biodiversity		x				
To promote the resilience of ecosystems, i.e. supporting protection of the wider environment,		x				

such as air quality, flood alleviation, etc.						
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6. Does the initiative embrace the sustainable development principle (5 ways of working):

	Yes	No	Details
Long term - how the initiative supports the long term well-being of people	x		Changes made to the Social Media Policy will support our employees who use social media in their roles and also in their personal time, if they disclose they work for Neath Port Talbot County Borough Council. The policy includes guidance on how to behave whilst using social media and should enhance their long term well-being.
Integration - how the initiative impacts upon our wellbeing objectives	x		As above. The changes of the Social Media Policy will be an aid to ensuring the wellbeing objectives are met.
Involvement - how people have been involved in developing the initiative	x		Two focus group was held, one for managers and one for employees. Participants who are managers were asked the following questions: What do you think should be included? How rigid are you on employee's using social media throughout the working day? Where are the issues? Participants who were not in managerial positions were asked the following questions: Is there a clear understanding how social media should be used whilst in work? Is there a clear understanding how social media should be used whilst outside of work?

			<p>Is there enough guidance?</p> <p>Do you use social media as a part of your job?</p> <p>Responses from the questions above were taken into consideration and used when reviewing the policy.</p> <p>The Council's Joint Trade Unions have also been consulted with.</p>
Collaboration - how we have worked with other services/organisations to find shared sustainable solutions		x	N/A – this is a Neath Port Talbot Council Policy.
Prevention - how the initiative will prevent problems occurring or getting worse	x		It will enhance our current suite of policies which are in place to support employees across the Council.

7. Declaration - based on above assessment (tick as appropriate):

A full impact assessment (second stage) is not required	x
Reasons for this conclusion	

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.

A full impact assessment (second stage) **is** required

Reasons for this conclusion

	Name	Position	Signature	Date
Completed by	Lucy Miles- Colwell	HR Policy and Practice Development Officer	LMilesColwell	14th December 2023
Signed off by	Sheenagh Rees	Head of Service/Director	<i>Sheenagh Rees</i>	20 th February 2024