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**EAST HAMPSHIRE DISTRICT COUNCIL & HAVANT BOROUGH
COUNCIL**

JOINT HUMAN RESOURCES COMMITTEE

12 September 2016

SOCIAL MEDIA POLICY

**Report by the Head of Organisational
Development**

FOR DECISION

1.0 Purpose of Report

- 1.1 This report provides the Joint Human Resources Committee with an overview of the Social Media Policy which has been drafted for use across East Hampshire District Council (EHDC) and Havant Borough Council (HBC).

The original policy went into detail explaining social media, roles and responsibilities, and how to set up an account. This is a new policy with greater emphasis on ensuring good practice and sets out the Council's expectations of employees to ensure the reputation of the Council is protected.

This policy will certify that there is an agreed approach to the use of Social Media and employees are provided the correct guidelines and support to maximise the appropriate use of Social Media to promote the Councils work.

2.0 Recommendation

- 2.1 That the draft Social Media Policy be approved and adopted for implementation across both East Hampshire District Council and Havant Borough Council.

3.0 Summary

- 3.1 This Social media Policy sets out the standards of expectations of Council's employees both for business use and personal use where it could impact on the Council and the performance of employees. The purpose is to provide guidelines for staff on good practice to maintain and promote public confidence in the integrity of the Council

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- 3.2 The policy has been generated following a recommendation from a formal investigation to pull together a social media policy that references the use of social media in the workplace for all employees. Whilst we recognise the right of a private life it has become increasing imperative that the Council takes a proactive stance to continue to protect the reputation of the Council and equip employees to have a greater understanding on best practice.
- 3.3 In generating this policy we have reviewed a number of public sector policies available on the internet (Winchester City Council, Hampshire County Council, in addition to the previous Social Media Policy August 2015).

4.0 Subject of Report

- 4.1 This policy sets out personal responsibilities, identifies good practice and makes clear what unacceptable usage is. It provides guidance to employees on how to report an employee if they suspect that they have misused social media and offers guidance for managers on what to do in these circumstances.
- 4.2 This policy applies to all employees. The new areas that have been included are deemed necessary as they are important standards and expectations that are not formally set out anywhere else within the council's procedures.
- 4.3 The policy recognises the business benefits of utilising social media and provides guidance in Appendix A) for employees where it is either part of their job role, or who can demonstrate a benefit to the Council. (Please note that any new sites must be ratified by the Web Contents Manager).
- 4.4 This policy closely aligns to the following policies:
- IT Internet Usage
 - IT Policy
 - Code of Conduct
 - Disciplinary Procedure

5.0 Implications

5.1 Resources:

No direct financial implications.

5.2 Legal:

No direct legal implications

5.3 Strategy:

The new Social Media Policy has been developed to ensure it is fit for purpose. It has been reviewed by the Head of Research & Marketing, the Digital Content Manager and IT to take into account the strategic direction of each Council and the requirement for the integrity of the Council to be maintained.

5.4 Risks:

None to report.

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5.5 Communications:

The policy will need to be communicated to staff following consultation with UNISON. We do not anticipate any significant issues with regards to this policy.

5.6 For the Community:

None to report.

5.7 The Integrated Impact Assessment (IIA) has been completed and concluded the following:

6.0 Consultation

Appendices:

Appendix A – Social Media Policy

Background Papers:

None

Agreed and signed off by:

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Head of Finance: Stuart McGregor 14/06/2016

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