

# AGENDA ITEM

8

**COMMITTEE:** Administration Committee

**DATE:** 28 June 2012

**SUBJECT:** Social Media Procedure

**REPORT BY:** Angela Claridge/Sheila Martin

**CONTACT OFFICER:** Sheila Martin 01582 546330

**IMPLICATIONS:**

✓ **LEGAL**

**COMMUNITY SAFETY**

✓ **EQUALITIES**

✓ **FINANCIAL**

**ENVIRONMENT**

✓ **STAFFING**

**OTHER**

✓ **CONSULTATIONS**

**WARDS AFFECTED:** None

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## **PURPOSE**

1. The purpose of this report is to seek approval to the **new** Council Social Media Procedure which applies to all users of the Council's IT infrastructure, excluding schools with delegated budgets.

## **RECOMMENDATION(S)**

2. Administration Committee is recommended to approve the attached Social Media Procedure for implementation.

## **BACKGROUND**

3. The Council's current "Guide to using social networking and blogs" has been updated and developed into a new Social Media Procedure that will ensure users of the Council's IT infrastructure have clear guidance on how

the use of social media can be managed effectively and the risks or pitfalls can be avoided or mitigated.

## **REPORT**

4. The Social Media Procedure provides a structured approach to using social media and will ensure that it is effective, lawful and does not compromise Council information or computer systems or networks. The procedure provides:
  - Guidance for employees and other users to ensure the safe use of social media including specific guidance around Safeguarding;
  - Clear provisions regarding monitoring and usage; and
  - Details of the process and consequences where there has been a breach in the use of social media.
5. The proposed procedure is attached and is consistent with advice and guidance issued by ACAS. The Procedure ensures compliance with the law on discrimination, harassment and data protection

## **CONSULTATION ARRANGEMENTS**

6. Trade unions have been consulted.

## **LEGAL IMPLICATIONS**

7. There are no legal implications as agreed with Jasbir Josen on 31 May 2012

## **STAFFING IMPLICATIONS**

8. The proposals affect all employees. Agreed by Angela Claridge, Head of HR and Monitoring Officer 31 May 2012

## **FINANCIAL IMPLICATIONS**

9. There are no financial implications. Agreed by Dave Kempson on May 31 2012.

## **APPENDIX**

Appendix 1: Social Media Procedure

## **LIST OF BACKGROUND PAPERS** **LOCAL GOVERNMENT ACT 1972, SECTION 100D**