

Equality Impact Assessment

Title:	Social Media Policy and Guidance on Social Media	
Version:	1.0	
Date of draft:	December 2017	
Date approved by Equalities Group	14 June 2018	

Section 1A: Overview

Name of Policy, Procedure, Practice, Strategy or Service:	Social Media Policy and Guidance on Social Media
Service, Group, Team:	Personnel
Equality Assessment Lead Officer:	Jo Watts
Head of Service:	Jennifer Browne

1B: Please state the intended outcomes of the policy

How will you know these have been achieved? *What performance monitoring is in place?*

- It is intended that the Social Media Policy and Guidance will help to protect the reputation of the Council by providing a framework for the effective and safe use of social media to promote, communicate and develop the Council's vision, services and achievements
- This Social Media Policy and Guidance will provide a structured approach to using social media and will ensure that it is effective, lawful and does not compromise Council information, data or its computer systems/networks
- That all employees and workers (including agency workers, casual workers, volunteers, apprenticeships, student work experience placements working on behalf of the Council and candidates applying for positions in Erewash), participating in any online social media, whether privately or as part of their role within the Council, are aware of the Social Media Policy and Guidance on Social Media and their obligations under the Policy
- Ensure that all Managers are aware of the Policy and Guidance and know how to apply it.

- The Council has the capability to monitor all use of the Internet and Intranet use.
- The Council exercises the right to intercept/monitor Internet access for a number of reasons.

Section 2A: The policy. How will the policy/plan/strategy impact on residents, visitors, businesses or other agencies that we work with? *What work has been undertaken to advise these groups about the changes planned in the policy/plan/strategy?*

- Council employees and workers, as described above, have obligations to residents, service users, partner organisation, colleagues, Elected Members in protecting the Council's reputation in the use of social media
- The new Policy and Guidance will be cascaded to all via the usual methods in order to raise awareness on the potential impact upon residents, visitors, businesses or other agencies if the policy and guidance are not followed
- To achieve Corporate Plan Priorities and Objectives - Improved access to services, delivering efficient and effective services that residents need, a well run and efficient council
- Consultation will be undertaken with all relevant trade unions

2B: What needs is the policy/service designed to meet? *You could also refer to your current Service Plans and how the policy/service fits into EBC's Corporate Plan Priorities. How does the policy, procedure, practice, strategy or service align with Corporate Priorities*

- The Social Media Policy and Guidance clarifies the Council's approach to, and provides guidance on, appropriate conduct with regard to the personal use of social media by members of staff, where there are references to or a potential impact upon the Council
- It is to encourage good practice and to protect the integrity of the Council and its employees and workers, as described above
- To achieve Corporate Plan Priorities and Objectives –Improved access to services and a well run and efficient Council

2C: Is the service provided subject to any element of outsourcing? Is the service delivered in part, or in its entirety by an outside company or organisation? If challenged about a service delivered on our behalf you must show that the organisation meets the expectations with regard to equalities in its customer service and recruitment and retention of staff.

- The Social Media Policy and Guidance applies to all employees and workers, including agency workers, casual workers, volunteers, apprenticeships, student work experience placements working on behalf of the Council and candidates applying for positions within Erewash Borough Council

Section 3A: Gathering Information

What equality monitoring information do you gather and how is this information used to develop services, functions and policies at the current time. *You could look at the take up of services, customer satisfaction (complaints and compliments) and enforcement action.*

New Policy and Guidance - no monitoring information relating to this has been gathered at this point

3B: What does available data and the results of any consultations show about the take up of services? What is the impact on different groups? (qualitative and quantitative). *You could look at previous community consultation exercises, customer reviews, census data, staff feedback etc.*

Remember: by law you are required to be able to demonstrate, through data analysis and evidence, that you have considered the impact of your service on **ALL** of the relevant protected groups. This document is just a short summary of this process and a tool to help you to check that you have taken the Equality Act 2010 and the Council's equality objectives into consideration.

See 3A above

Section 4: Impact Assessment *Here you need to analyse the needs of different groups and the possible impacts the service may have on them. How is the policy or decision likely to affect the **promotion of equality** and the **elimination of discrimination** in each of the groups?*

Stake Holder Group	Is this group likely to be affected in a positive way?	In what way will they be affected?	Is this group likely to be affected in a negative way?	In what way will they be affected?
Age (older people, young people)	N/A	No specific impact on this group	N/A	As 3A above
People with Disabilities (Both physical and mental impairments)	N/A	No specific impact on this group	N/A	
Gender (Women, Men, Transgender, Transsexuals)	N/A	No specific impact on this group	N/A	
Race (Black, Asian, Minority Ethnic groups. Include people whose first language is not English)	N/A	No specific impact on this group	N/A	
Sexual Orientation	N/A	No specific impact on this group	N/A	
Religion and belief	N/A	No specific impact on this group	N/A	
Dignity, Human Rights and Socio-economic disadvantage	N/A	No specific impact on this group	N/A	

Marriage and Civil partnerships	N/A	No specific impact on this group	N/A	
Pregnancy and maternity/paternity	N/A	No specific impact on this group	N/A	

Section 5A: Actions How will you monitor the ongoing effect of the policy/strategy/plan?	When will this be undertaken?	Expected outcomes / performance measures	Which Corporate Plan aim will this action meet?
<ul style="list-style-type: none"> • Monitor the number of complaints received regarding possible inappropriate use of social media • Monitor the number of disciplinary investigations undertaken due to an inappropriate use of social media • This Policy may require an earlier review if any significant issues occur 	<p>On-going</p> <p>On-going</p> <p>On-going</p>	<p>Reduction in the number of complaints and disciplinary investigations resulting from the inappropriate use of social media</p>	<p>A well run efficient Council</p> <p>Improved access to services</p> <p>Delivering effective and efficient services that residents need</p>

5B: If you have identified any negative impacts on any of the groups in section 4 how will you mitigate the effect?					
Negative impact	Action required to mitigate any potential negative impact	Outcome / performance measure	Lead Officer – who will the monitoring of this action be reported to?	Date that the monitoring will be undertaken, how often will it be done?	Which of the current Equality Objectives does this action meet? (State number *)

*The objectives are:

1. **Provide a welcoming and safe place for our communities, visitors and businesses which embraces equality and is free from discrimination.**
2. **Provide relevant services that are free from discrimination and delivered in a way that is responsive and accessible.**
3. **Understand and value the diversity of our communities through community engagement**
4. **Foster an accessible and inclusive working environment for all our staff and strive to achieve a workforce that is representative and diverse.**