

<b>Subject:</b>	Social Media Policy for Members	<b>Status:</b>	For Publication
<b>Report to:</b>	Overview and Scrutiny Committee Cabinet	<b>Date:</b>	20 <sup>th</sup> July 2015 16 <sup>th</sup> September 2015
<b>Report of:</b>	Corporate Officer	<b>Portfolio Holder:</b>	Resources and Performance
<b>Key Decision:</b>	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	<b>General Exception</b>	<input type="checkbox"/> <b>Special Urgency</b> <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required:	Yes	Attached: Yes
<b>Biodiversity Impact Assessment</b>	Required:	No	Attached: No
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1.	<b>RECOMMENDATION(S)</b>
1.1	That Cabinet approves the Social Media Policy for Members.
1.2	All future minor amendments to the policy to be delegated to the Corporate Officer in consultation with the Portfolio Holder.

## 2. PURPOSE OF REPORT

- 2.1 The purpose of this report is to inform the Cabinet of:
- A new Social Media Policy for Members.

## 3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **Regenerating Rossendale:** This priority focuses on regeneration in its broadest sense, so it means supporting communities that get on well together, attracting sustainable investment, promoting Rossendale, as well as working as an enabler to promote the physical regeneration of Rossendale.
  - **Responsive Value for Money Services:** This priority is about the Council working collaboratively, being a provider, procurer and a commissioner of services that are efficient and that meet the needs of local people.
  - **Clean Green Rossendale:** This priority focuses on clean streets and town centres and well managed open spaces, whilst recognising that the Council has to work with communities and as a partner to deliver this ambition.

## 4. RISK ASSESSMENT IMPLICATIONS

- 4.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
- There are risks associated to the Council and its reputation with regards to social media, this policy aims to mitigate this by setting out the risks associated with Social Media and the reputation of the Council as a whole and individual Members.

## 5. BACKGROUND AND OPTIONS

- 5.1 Social Media in its many forms is playing a greater role in the Council's work and with more and more people using it in their daily lives. It is important to give clear guidance as to what the Council expects is communicated both for the protection of individuals and for the protection of the Council's reputation.

- 5.2 As such, the Council's Social Media/ Networking Policy (**Appendix A**) has been updated

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and there are now separate policies for staff and members as their roles are quite different and we wanted to remain clear and consistent with the policy and the advice for each.

- 5.3 The policy covers why the Council uses Social Media, some guidance and pitfalls to using social media personally when associated with a Council as a Member, legal implications, risks and information around speaking for the Council.
- 5.4 It is also important that Members are fully briefed on the risks to social media use in terms of their status as an elected member. Training on Social Media has been delivered to Members in May 2015 and this policy supports the discussion in that session.
- 5.5 It is important to note that this policy covers Member's personal use of Social Media.
- 5.6 This policy is not intended to restrict Members use of Social Media, or to make Members use Social Media, it is intended to provide guidance and information on how best to use Social Media and protect the Council's reputation.

**COMMENTS FROM STATUTORY OFFICERS:**

**6. SECTION 151 OFFICER**

6.1 No financial Implications.

**7. MONITORING OFFICER**

7.1 This provides clear guidance to Members on the use of Social Media and must be taken into consideration alongside the Member's Code of Conduct.

**8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT**

8.1 Consultation has been carried out with former Equalities Member Champion, Management Team, Committee and Member Services Manager, ICT Team and Overview and Scrutiny Committee.

8.2 Social media training has been completed with Members as noted within the report.

8.3 An initial Equality Impact Assessment has been undertaken and it has been identified there are no disproportional impact and a full Equality Impact Assessment is not required.

**9. CONCLUSION**

9.1 This Social Media Policy for Members provides clear guidance and protects the Council's reputation.

No background papers