

SUBJECT	Social Media Policy for Members
REPORT OF	Councillor Nick Naylor/Councillor Isobel Darby
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WARD/S AFFECTED	All

1. Purpose of Report

There is not currently a social media policy specifically for Members. The current social media policy for staff was published in 2014 and since then social media has developed, making the policy out of date and less relevant to the current social media landscape. This policy has been rewritten and adapted specifically for Members and a new guidance document with advice and tips on best use of social media has been produced. Members are asked to review the policy and guidance and approve them.

RECOMMENDATIONS:

- 1. The social media policy for Members contained in Appendix A is approved.**
- 2. The social media guidance contained in Appendix B is approved.**

2. Reasons for Recommendations

The proposed new social media policy and guidance is intended to set out the principles which Members are expected to follow when using social media, encourage and enable them to use social media effectively and with confidence, whilst serving to highlight areas in which conflicts can arise.

The policy also outlines the circumstances in which use of social media may be monitored and the action which may be taken in respect of breaches of policy.

The policy summarises the corporate social media accounts currently in use at Chiltern and South Bucks District Councils and the management of these.

The social media policies have been developed following research into other councils' policies and feedback from the LGA Peer Challenge Review.

3. Consultation

The social media policy was presented at a Management Team meeting and feedback from the meeting was incorporated into the policy.

4. Options (*if any*)

Members have the option of not approving the social media policy, which will result in the policy from 2014 remaining in place. Members can also propose amendments to the policy.

5. Corporate Implications

7.1 Financial: There are no financial implications

7.2 Legal: Legal have reviewed the document and provided feedback which has been incorporated into the final version.

8. Links to Council Policy Objectives

Social media is a cost-effective method of communicating with customers in order to provide them with information about services.

It offers customers an immediate and direct way to contact the council and is a means of responding to customers' concerns, complaints and positive feedback.

It is also an important method in managing the councils' reputation and celebrating success.

This policy supplements the Joint Chiltern and South Bucks Councils ICT Security Policy, Harmonised Code of Conduct and Disciplinary Procedure.

9. Next Steps

If the recommendations are agreed, the policy will be launched to all Members. It will be published on the extranet, circulated via email and publicised in the Members' Bulletin.

Social media training for Members, provided by an external company, is already booked for July this year. The social media guidance will be reviewed and updated regularly by the Communications Team as social media channels continue to evolve.

Background Papers:	None, other than those referred to in the report.
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