

<b>SUBJECT</b>	Staff Social Media Policy
<b>REPORT OF</b>	Councillor Nick Naylor/Councillor Isobel Darby
<b>RESPONSIBLE OFFICER</b>	Bob Smith, Chief Executive
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<b>WARD/S AFFECTED</b>	All

### **1. Purpose of Report**

The current social media policies for staff was published in 2014 and since then social media has developed, making the policies out of date and less relevant to the current social media landscape. The policies have been rewritten and a new guidance document with advice and tips on best use of social media has been produced. Members are asked to review the policies and guidance and approve them.

#### **RECOMMENDATIONS:**

- 1. The social media policy for staff 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 of staff 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 staff social media policy was presented at a Management Team and Unison 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 staff.

It will be published on the intranet and circulated via email.

Social media training for staff who use social media in their roles will be provided by the Communications, Performance and Policy Team. The social media guidance will be reviewed and updated regularly by the Communications Team as social media channels continue to evolve.

<b>Background Papers:</b>	None, other than those referred to in the report.
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