

Social Media Policy
18th January 2016

Equality Impact Assessment

Social Media Policy

Contact: Andrea Malam, Recruitment Specialist, HR
Direct
Updated: 18.01.2016

1. What type of proposal / decision is being assessed?

A new policy

2. What is the purpose of this proposal / decision, and what change (to staff or the community) will occur as a result of its implementation?

The primary purpose of the Social Media Policy is to clarify to employees how they should conduct themselves when using all forms of social media sites. If followed, it will help employees to minimise the risk they may unintentionally place themselves and service users in when they choose to write about their work. This in turn will avoid situations where their integrity could be undermined, the Council is bought into disrepute and professional relationships with colleagues and service users are compromised.

3. Does this proposal / decision require an equality impact assessment? If no, please explain why.

*Please note: if the proposal will have an impact on people (staff or the community) then an equality impact assessment **must** be undertaken*

Yes

4. Please provide a summary of the steps taken, and the information used, to carry out this assessment, including any engagement undertaken

(Please refer to section 1 in the toolkit for guidance)

An assessment of protected characteristics and the effects of this policy on those protected characteristics has been undertaken.
Consultation has taken place with the usual CJM and recognised trade unions.

5. Will this proposal / decision have a positive impact on any of the protected characteristics (age; disability; gender-

reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation)?
(Please refer to section 1 in the toolkit for a description of the protected characteristics)

This policy will have a neutral effect on protected characteristics as the policy applies to all employees regardless of protected characteristic.

6. Will this proposal / decision have a disproportionate negative impact on any of the protected characteristics (age; disability; gender-reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation)?

This policy will not have a disproportionate impact on any of the protected characteristics. However there may be instances where comments made on social media in a personal capacity could have an impact on some of the protected characteristics depending of the content. The policy provides clear guidance on how these comments will be dealt with.

7. Has the proposal / decision been amended to eliminate or reduce any potential disproportionate negative impact? If no, please explain why.

No	Comments which are made on social media which have a negative impact on any protected characteristic will be dealt with under the disciplinary policy.
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8. Have you identified any further actions to address and / or monitor any potential negative impact(s)?

No

Action(s)	Owner	By when?

9. Declaration

Every reasonable effort has been made to eliminate or reduce any potential disproportionate impact on people sharing protected characteristics. The actual impact of the proposal / decision will be reviewed at the appropriate stage.

Review Date:	18.01.2017
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Name of Lead Officer for Equality Impact Assessment	Date
Andrea Malam	18.01.2016