

Agenda Item: 9

TO: Policy and Resources Committee

FROM: Head of Media and Communication - Hayley Douglas

PRESENTING OFFICER(S): Deputy Chief Executive Officer - Matthew Warren

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SOCIAL MEDIA POLICY UPDATE

1. Purpose

- 1.1 To present to the Policy and Resources Committee the refreshed social media policy for staff, that includes personal and business use of social media.

2. Recommendation

- 2.1 The Policy and Resources Committee is asked to approve the policy.

3. Risk Assessment

- 3.1 **Social** – the policy aims to provide guidance to staff when using social media for work and in their personal lives to protect the reputation of the Authority and the Service and ensure neither is brought into disrepute.
- 3.2 **Legal** – the policy ensures staff are aware of issues that could result in breeches of data protection and other legislation, as well as internal policies such as information security and employee code of conduct.

4. Background

- 4.1 The Service has had a social media policy in place since it began to use social media for business use in around 2007/08. The policy has been refreshed to ensure it is up to date and that it is easy for staff to understand what is acceptable and what is not.
- 4.2 The draft policy has been written by the team within media and communication as they manage the Service's social media accounts, in conjunction with the human resources team who would support any breeches of the policy.

5. Policy Key Points

- 5.1 The policy covers all social media both current and emerging.
- 5.2 Neither the policy nor the toolkit can be expected to cover every possible eventuality that may arise in relation to the management of social media issues; both managers and employees are expected to take a reasonable approach and seek further advice from the Human Resources Group or Media and Communication Group where necessary.
- 5.3 The policy is for all staff to adhere to and breaching the policy may result in disciplinary action in accordance with the Service's disciplinary policy.
- 5.4 The Service recognises that employees make use of social media in a personal capacity outside of work. However while they are not acting on behalf of the organisation, employees must be aware that they can damage the organisation if they post material that is offensive to others or goes against the policies and values of the organisation.
- 5.5 For business use, all business social media accounts must be authorised by the Media and Communication Group.
- 5.6 An ilearn package has been developed for all staff to complete to ensure they understand the policy.

BIBLIOGRAPHY

Source Document	Location	Contact Officer
Social Media Policy	DMS#403000	Hayley Douglas Head of Media and Communication 01480 444500 hayley.douglas@cambsfire.gov.uk