

EAST HERTS COUNCIL

LOCAL JOINT PANEL – 30 NOVEMBER 2017

REPORT BY SECRETARY TO THE EMPLOYER’S SIDE

SOCIA MEDIA GUIDELINES

WARD(S) AFFECTED: NONE

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**Purpose/Summary of Report**

- Members are invited to approve the updated Social Media Guidelines for officers

**RECOMMENDATIONS FOR LOCAL JOINT PANEL:**

**Human Resources Committee be advised that:**

(A)	Local Joint Panel supports the updated set of social media guidelines for officers as drafted and in line with the new media strategy, and recommends this for approval.
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1.0 Background

1.1 A new communications strategy has been drafted to shape the future communications direction for the council. As part of this, a review was carried out on the way social media channels are currently used by officers and how they will be better utilised in the future. As a result, the social media policy needs to be updated in order to deliver the strategy and keep up with changes in the social media world.

2.0 Report

2.1 The main changes to this policy are around encouraging employees to make better use of social media and some information on the GDPR rules which come in to effect next year.

2.2 The social media guidelines can be found at **Essential Reference**

## **Paper 'B'.**

### 3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

### Background Papers

None

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