

ESSENTIAL REFERENCE PAPER 'A'

IMPLICATIONS/CONSULTATIONS

Contribution to the Council's Corporate Priorities/ Objectives:	People This priority focuses on enhancing the quality of life, health and wellbeing of individuals, families and communities, particularly those who are vulnerable.
Consultation:	The policy proposed has been developed following full consultation with the Senior Management Group, the unions have also have had full sight of the developing policy and have made no suggested amendments. The policy is subject to approval by Local Joint Panel.
Legal:	Any form of communication has the possibility of being misunderstood. Failure to comply with the associated laws detailed in 4.0 Legal Framework of the report result in significant reputational damage, breaches may incur financial penalties and published decision notices from the Information Commissioner's Office.
Financial:	There are no financial implications within this report
Human Resource:	The Social Media Use Policy is to be established to support and guide staff in effective use of Social Media. The policy proposed will ensure all staff are fully compliant with the Communications Strategy and Employee Code of Conduct when using this type of communication media. The Communications team will provide on-going training and support in the use of social media.
Risk Management:	Failure to implement a Social Media Use policy will result in a failure to support staff in the effective use of social media and may lead to unwitting breaches of the Council's Communications and Information Security Policies. Staff may also breach the Employee code of conduct and bring the Council into disrepute.