

Executive Board
2nd JULY 2018

Social Media Policy		
Recommendations / key decisions required:		
<ul style="list-style-type: none"> To consider a new Social Media Policy which updates and strengthens existing Social Media Guidelines 		
Reasons:		
<ul style="list-style-type: none"> Social Media is considered an area of medium risk to the authority, and as such is subject to formal annual audit and informal six-monthly audit With increasing use of social media for work and personal purposes, this policy seeks to clarify how and why staff should exercise responsibility and caution when using social media Developing a Social Media Policy was a recommended outcome of a recent audit in 2017/18 		
Relevant scrutiny committee to be consulted		
N/A		
Exec Board Decision Required	YES	
Council Decision Required	NO	
EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:- Cllr Mair Stephens		
Directorate: Regeneration & Policy Wendy Walters Report Author: Deina Hockenull	Director of Regeneration and Policy Designations: Marketing & Media Manager	Tel Nos. 01267 224654 E Mail Addresses: DMHockenull@carmarthenshire.gov.uk

**EXECUTIVE SUMMARY
EXECUTIVE BOARD
2ND JULY 2018**

Social Media Policy

To consider a new Social Media Policy which updates and strengthens existing Social Media Guidelines.

- Social Media is considered an area of medium risk to the authority, and as such is subject to formal annual audit and informal six-monthly audit
- With increasing use of social media for work and personal purposes, this policy seeks to clarify how and why staff should exercise responsibility and caution when using social media
- Developing a Social Media Policy was a recommended outcome of an audit in 2017/18

DETAILED REPORT ATTACHED ?

YES

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Wendy Walters

Director of Regeneration and Policy

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
NONE	YES	NONE	YES	YES	YES	NONE

2. Legal

This policy impacts on a number of existing policies, legislation and guidance relating to the management of data and information. These are referenced in point 10 and 11 of the draft policy. They include:

- Internet Usage and Monitoring Policy Version 2.0
- Social Media Best Practice Guidelines
- Part 5.4 – Officers Code of Conduct (Revised 14.06.2012)
- Information Security Policy v4.1
- Data Protection article 7 and 8.
- Behavioural Standards in the Workplace Guidance
- Equality and Diversity
- Covert Surveillance Policy
- Customer Complaints and Complaints Procedure
- Welsh Language Standards (No.1) Regulations 2015
- Close Personal Associations/ Relationships at Work Guidance
- Breaches of Security Policy
- The General Data Protection Regulation (GDPR) (EU) 2016/679

Advice from the Authority's legal department and data protection officer has been sought in development of this draft policy.

4. ICT

This policy impacts on a number of existing policies, legislation and guidance relating to the management of data and information. These are referenced in point 10 and 11 of the draft policy. They include:

- Internet Usage and Monitoring Policy Version 2.0
- Social Media Best Practice Guidelines
- Part 5.4 – Officers Code of Conduct (Revised 14.06.2012)
- Information Security Policy v4.1
- Data Protection article 7 and 8.
- Behavioural Standards in the Workplace Guidance
- Equality and Diversity
- Covert Surveillance Policy
- Customer Complaints and Complaints Procedure
- Welsh Language Standards (No.1) Regulations 2015
- Close Personal Associations/ Relationships at Work Guidance
- Breaches of Security Policy
- The General Data Protection Regulation (GDPR) (EU) 2016/679

Advice from the Authority's ICT department has been sought in development of this draft policy.

5. Risk Management Issues

Social media is classed a medium risk to the Authority. The development and adoption of a Social Media Policy was a recommendation of the most recent annual audit.

7. Staffing Implications

This policy impacts on all employees of the Authority and on a number of existing policies. These are referenced in point 10 and 11 of the draft policy. They include:

- Internet Usage and Monitoring Policy Version 2.0
- Social Media Best Practice Guidelines
- Part 5.4 – Officers Code of Conduct (Revised 14.06.2012)
- Information Security Policy v4.1
- Data Protection article 7 and 8.
- Behavioural Standards in the Workplace Guidance
- Equality and Diversity
- Covert Surveillance Policy
- Customer Complaints and Complaints Procedure
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- Close Personal Associations/ Relationships at Work Guidance
- Breaches of Security Policy
- The General Data Protection Regulation (GDPR) (EU) 2016/679

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Wendy Walters

Director of Regeneration and Policy

1. Scrutiny Committee

2. Local Member(s)

3. Community / Town Council

4. Relevant Partners

5. Staff Side Representatives and other Organisations

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THERE ARE NONE

Title of Document	File Ref No.	Locations that the papers are available for public inspection