



**Extract from Joint Governance Committee - 31 July 2018**

**JGC/029/18-19      Social Media Policy - updating the Councils' approach**

**Purpose**

- 1.1. Since its inception 20 years ago, social media has rapidly transformed the way individuals and organisations interact with each other, providing a voice for those who weren't being heard before and additional platforms for promotion.
- 1.2. With technology constantly and quickly evolving, the Councils has a duty to regularly review its policy around social media.
- 1.3. This updated Social Media Policy will give clear guidance on when and how it should be used by staff and members in professional and personal capacities. It includes new data protection requirements.
- 1.4. This will ensure the organisation can make best use of these technologies and so improve the way it does business.
- 1.5. It will also ensure staff and members know where they stand when it comes to social media, making them aware of their responsibility to comply with good practice and the law; while protecting the Councils brand and reputation.

**Summary of Discussion**

Before the Committee was a report by the Monitoring Officer, copies of which had been circulated to all Members and copies are attached to the signed copy of these Minutes as Item 12.

The report explained that since its inception 20 years ago, social media had rapidly transformed the way individuals and organisations interacted, providing a voice for those who weren't being heard before and additional platforms for promotion. With technology constantly and quickly evolving, the Councils had a duty to regularly review its policy around social media.

The Head of Communications explained that the updated Social Media Policy before the Committee give clear guidance on when and how it should be used by staff and members in professional and personal capacities. The would ensure the organisation can make best use

of these technologies and so improve the way it does business. It would also also ensure staff and members know where they stand when it comes to social media, making them aware of their responsibility to comply with good practice and the law; while protecting the Councils brand and reputation.

There was a discussion on the Policy in relation to GDPR compliance.

It was agreed that a delegation be given to the Head of Communications to ensure correct links and GDPR compliance criteria were addressed before the Policy was presented to each Council. Relevant officers were to work together to ensure that the amended policy reflected the legal responsibilities of the Councils.

### **Resolution from Committee**

(i) the updated Social Media Policy included at Appendix A to the report be amended as identified at the meeting; with the Head of Communications being granted delegated authority to amend the document prior to the Council meetings

(ii) that once amended, each Council be **recommended** to adopt the updated social media policy to form part of each Council's constitution.

[link to committee report](#)