Scottish Borders Council

Equality Impact Assessment

3.1	**Title of Proposal:**	Social Media Policy

3.2	**Service Area:** **Department:**	Human Resources

| 3.3 | **Description:** | Scottish Borders Council (The Council) has developed this Policy to help promote the responsible use of social media. The Policy outlines the key principles and conduct expected of all employees when using social media both for business and personal use and whether through Council or private equipment.

The Policy will help employees to make appropriate decisions regarding their use of social media.

The Policy also outlines the Council's rights and provides guidance for customers when interacting with the Council via social media (section 2). Section 2 of this guidance will be visible on the Council website www.scotborders.gov.uk to ensure customers contacting the Council via social media are aware of the standards in place.

The objective of this Policy is to protect staff, service users, clients, customers and the reputation of the Council by providing a framework for the effective and safe use of social media.

This Policy also advises staff of the potential consequences if the Policy is breached which could result in formal Disciplinary Action and potential legal implications.

The following Policies are also particularly relevant to the use of social media : |
|---|---|---|

		• Code of Conduct
		• Harassment
		• Discipline
		• Equal Opportunities Policy and Guidelines
		• Politically Restricted Posts and
		• E-mail and Internet Policy
		The Policy recognises that some professional bodies of the Council's employees also have their own professional standards and social media guidance which apply to them, such as the SSSC Code of Practice or the GTCS Code of Professionalism and Conduct.

3.4	**Impact Assessment**					
	Equality Characteristic	**Impact**			**Description**	**Mitigation & Recommendations**
		No Impact	**Positive Impact**	**Negative Impact**		
	All protected characteristics including Age, Disability, Race, Religion/Belief, Sexual Orientation, Gender,		X		This Policy is intended to ensure fair treatment for all employees of the Council regardless of their protected characteristic by giving guidance to all employees around use of social media. The impacts are likely to be fair and positive. This Policy is consistent in its approach and with the Council's Policy on use of the E-mail and Internet.	

	Gender Reassignment, and associated equality themes including Carers, Poverty and Employees.				The Policy also makes reference to the Council's Code of Conduct in terms of expected employee behaviour and the Policy on the use of e-mail and the Internet. There is no likelihood that this Policy will affect people who share protected characteristics differently from other people. The documentation used is accessible and in clear and plain English. However, we do not currently collect data specifically regarding employees who may raise complaints or be subject to disciplinary procedures as a result of breaching this Policy, therefore in order to assess the effectiveness of this Policy, we will monitor equality data about complaints and breaches of this Policy.	

3.5	**Relevance to the Equality Duty in Summary:**
	What impact will your proposal have on the following :

Equality Duty	**Reasoning:**
Elimination of discrimination (both direct & indirect), victimisation and harassment.	This Policy covers all employees across the organisation and aims to treat everyone fairly regardless of protected characteristic. It seeks to ensure that there are no barriers to anyone accessing and making use of the Policy and related procedures.
Promotion of equality of opportunity	Similarly, this Policy should ultimately promote equality of opportunity as good management practice means treating staff with dignity and respect.

Foster good relations		While not directly relevant to this part of the Equality Duty, this ethical approach could assist with the fostering of good relations.

3.6	**Recommendations & Mitigation**		
	Characteristic	**Mitigation/Recommendation**	**Approved Yes/No**
	General	Council's commitment to equalities is communicated to all	**Yes**
		Amend Policy to include: • accessible format strapline and version control matrix • list of associated policies	**Yes**
		Formulate a process to collate, monitor and analysis figures for employees making complaints or taking up of grievances as in line with this Policy.	**Yes**
		The outcomes of this Policy will be reviewed at least every two years. If any trends emerge these will be analysed and appropriate steps taken, potentially including a full review of the Policy.	**Yes**

Signed Off (Sign off <u>must</u> be completed by Service Manager or Director)			
Name:	Clair Hepburn	Directorate:	Chief Executive
Post:	Chief Officer Human Resources	Date:	07/02/17

EIA Completed By			
Name	Iain Davidson	Service Area.	Chief Executive - Human Resources
Post	Employee Relations Manager	Date	25th January 2017
Name	Simone Doyle	Service Area	Chief Executive - Human Resources

Post	Equality & Diversity Officer (HR)	Date	25th January 2017
Name	Dee Maclean	Service Area	Chief Executive - Human Resources
Post	HR Business Partner	Date	25th January 2017