

Integrated Impact Assessment (IIA)

Part 1 Scoping

1 Details of the Proposal

Title of Proposal:	Social Media Policy
What is it?	A new Policy/Strategy/Practice <input type="checkbox"/> A revised Policy/Strategy/Practice <input checked="" type="checkbox"/>
Description of the proposal: (Set out a clear understanding of the purpose of the proposal being developed or reviewed (what are the aims, objectives and intended outcomes (including the context within which it will operate)).	<p>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.</p> <p>The Policy will help employees to make appropriate decisions regarding their use of social media.</p> <p>The Policy also outlines the Council's rights and obligations and provides guidance for customers when interacting with the Council via social media (section 2.1 -4). Section 2.1 -4 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.</p> <p>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.</p>

	<p>This Policy also advises staff of the potential consequences if the Policy is breached: this could result in formal Disciplinary Action and has potential legal implications for both the employee individually and the Council.</p> <p>The Policy recognises that some professional bodies also have their own professional standards and social media guidance which apply to members, such as the SSSC Code of Practice and the GTCS Code of Professionalism and Conduct.</p>
Service Area: Department:	Human Resources
Lead Officer: (Name and job title)	Iain Davidson Employee Relations Manager
Other Officers/Partners involved: (List names, job titles and organisations)	Simone Doyle Equality & Diversity Officer Human Resources
Date(s) IIA completed:	21 st January 2022

2 Will there be any cumulative impacts as a result of the relationship between this proposal and other policies?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
<p>The following Policies are also particularly relevant to the use of social media :</p> <ul style="list-style-type: none"> • Code of Conduct for Employees • Dignity and Respect in the Workplace • Disciplinary Procedures for Misconduct 			

- Equality, Diversity and Human Rights
- Politically Restricted Posts and
- E-mail, Internet and Telephony Acceptable Use

3 Legislative Requirements

3.1 Relevance to the Equality Duty:	
Do you believe your proposal has any relevance under the Equality Act 2010? Yes <i>(If you believe that your proposal may have some relevance – however small please indicate yes. If there is no effect, please enter “No” and go to Section 3.2.)</i>	
Equality Duty	Reasoning:
Elimination of discrimination (both direct & indirect), victimisation and harassment. <i>(Will the proposal discriminate? Or help eliminate discrimination?)</i>	<p>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.</p> <p>The sections covering what can and cannot be posted will help eliminate discrimination, victimisation and harassment.</p> <p>Offensive postings of any kind are prohibited.</p>
Promotion of equality of opportunity? <i>(Will your proposal help or hinder the Council with this)</i>	N/A
Foster good relations? <i>(Will your proposal help or hinder the council s relationships with those who have equality characteristics?)</i>	While not directly relevant to this part of the Equality Duty, this ethical approach contained within the policy should assist with the fostering of good relations.

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**3.2 Which groups of people do you think will be or potentially could be, impacted by the implementation of this proposal?
(You should consider employees, clients, customers / service users, and any other relevant groups)**

Please tick below as appropriate, outlining any potential impacts on the undernoted equality groups, this proposal may have and how you know this.

	Impact			Please explain the potential impacts and how you know this
	No Impact	Positive Impact	Negative Impact	
<p>All protected characteristics including: Age, Disability, Gender Reassignment, Marriage/Civil Partnership, Maternity/Pregnancy, Race, Religion and Belief, Sex and Sexual Orientation</p>		X		<p>To avoid repetition all of the protected characteristics are considered in this response.</p> <p>This Policy is consistent in its approach and with the Council's E-mail, Internet and Telephony Acceptable Use Policy.</p> <p>The Policy also makes reference to the Council's Code of Conduct in terms of expected employee behaviour</p> <p>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.</p> <p>It is therefore deemed that this Policy should result in a positive impact on all regardless of protected characteristic. It applies equally to all employees with no group having an advantage over another.</p>

savings to deal with any unexpected spends and no provision for the future.				
Material Deprivation – being unable to access basic goods and services i.e. financial products like life insurance, repair/replace broken electrical goods, warm home, leisure and hobbies				
Area Deprivation – where you live (rural areas), where you work (accessibility of transport)				
Socio-economic Background – social class i.e. parents' education, employment and income				
Looked after and accommodated children and young people				
Carers paid and unpaid including family members				
Homelessness				
Addictions and substance use				
Those involved within the criminal justice system				

4 Full Integrated Impact Assessment Required

Tick No if you have answered "No" to all of Sections 3.1 – 3.3.

Yes No X

If a full impact assessment is not required briefly explain why there are no effects and provide justification for the decision.

This is a review of the existing Social Media Policy.
SBC has developed this policy to help promote the responsible use of social media. It 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. Section 2 of the policy is published on the council website to ensure customers contacting the council via social media are aware of the standards in place.

It also provides protection for member of the public who engage with the Council through social media.

These aspects demonstrate SBC's commitment to fulfilment of the requirements of the Public Sector Equality Duty. Furthermore, In accordance with the Council's HR Policy Review Programme or as required by legislative requirements this Policy will be reviewed at least every two years in order to ensure that it remains relevant and fit for purpose.

Signed by Lead Officer:	Iain Davidson
Designation:	Employee Relations Manager
Date:	21st January 2022
Counter Signature Director	Clair Hepburn
Date:	24/01/2022