

# North Tyneside Council Report to Standards Committee Date: 6 March 2014

## ITEM 8

Title: Use of Social  
Media – Policy and  
Guidance

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**Wards affected:** All

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### 1.1 Purpose:

To inform the Committee of the development of guidance and policies in relation to the use of social media by Members, Officers and Service Areas.

### 1.2 Recommendation(s):

The Committee is requested to consider and note the guidance and policies being developed in relation to the use of social media.

### 1.3 Information

At the last meeting of the Committee in December, Members requested that policies and guidance be developed in relation to the use of social media by Members.

Social media is a collective term used to describe easy ways to create and publish on the internet. People generally use the term to describe how organisations and individuals share content – text, video and pictures – and create conversations on the web. It is transforming the way that companies do business and individuals interact with each other. It is providing a voice for those who weren't well heard before.

Social media is also changing the way that councillors and councils interact with local people.

The Committee considered that the Authority needed to develop guidance and policies to assist with the use of social media and requested that a report be submitted to this committee.

Guidance on good social media use and information on the legal considerations, as well as potential Code of Conduct issues, that arise from the use of social media has been developed to assist Members in their roles as Councillors. This is attached at Appendix 1.

Policies are in the process been developed and finalised in relation to the use of social media by Officers and Service Areas. The employee policy is still in draft and is subject to consultation with the trades unions before being implemented. This is attached at Appendix 2. The advice to Service Areas will take the form of web pages on the Authority's Intranet. These will be published in the near future.

The Committee are requested to consider and note the Guidance for Members document. Once this document has been considered by the Committee it will be circulated to all Members and placed on the Councillors Intranet page.

**1.3 Appendices:**

Appendix 1 – Guidance on use of social media by Members;

Appendix 2 – Employee Social Media Policy (Draft)

**1.5 Contact officers:**

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**1.6 Background information:**

None

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**Report author.....**