

Audit & Governance Committee

21 June 2017

Report of the Assistant Director, Customer & Digital Services

Draft Social Media Policy & Media Protocol

Summary

1. This report presents the draft social media policy and media protocol for information and/or comment prior to approval by the Chief Executive. The report was requested by the Committee as part of the consideration of the council's Key Corporate Risks.

Recommendations

2. Members are asked in relation to their Risk Management role to:
 - a) note/comment on the draft social media policy at Annex A to the report; and
 - b) note/comment on the draft media protocol at Annex B to the report.

Background

3. The policies were drafted in light of:
 - best practice at other local authorities ;
 - increased use of Social Media generally; and
 - LGA guidance specifically in relation to the Social Media Policy.
4. These policies assist in mitigating a key corporate risk (KCR2) contained in the council's Corporate Risk Register. The risk relates specifically to '*Governance: Failure to ensure key governance frameworks are fit for purpose.*

Social Media Protocol

5. The council has existing social media guidance but it is part of an internal-facing document currently available at:

https://www.york.gov.uk/downloads/file/6815/social_media_policypdf

6. The new draft specifically covers:

- Part 1 – the benefits of the use of social media within the council but setting out a set of ‘rules’ for employees;
- Part 2 – sets down acceptable behaviour in terms of interaction and engagement from residents, the actions the council might take to respond to unacceptable behaviour and who makes any decisions to restrict access to users.

7. Part 2 works alongside the council’s ‘Dealing with Abusive or Vexatious Customers’ Policy’ approved by the former Cabinet in June 2013. . This can be found at (see item 9):

<http://democracy.york.gov.uk/ieListDocuments.aspx?CId=733&MId=7638&Ver=4>

Media Policy

8. The draft media protocol is an updated operational document which sets out how the council should engage with traditional media. It reflects the prevailing political leadership model in the council and is likely to change if the model changes. The published last media protocol (from 2011) can be found at:

https://www.york.gov.uk/downloads/download/1243/media_protocols

9. In reality, however, revised internal protocols have been in use for the last two years and form the basis of the Protocol at Annex B.

Consultation

10. The documents have been subject to consultation with all Group Leaders.

Options

11. Members are asked to note and/or comment on the draft documents, in respect of their risk management role, and to formally agree any comments it wishes the decision maker to consider prior to the adoption of the policies.

Contact Details

Author:

Pauline Stuchfield
AD – Customer Services &
Digital

Chief Officer Responsible for the report:

Ian Floyd
Director of Customer & Corporate
Support Services (Deputy Chief
Executive)

Report
Approved



Date 13 June
2017

Specialist Implications Officers

Not applicable

Wards Affected:

All



For further information please contact the author of the report

Annexes

Annex A Social Media Policy
Annex B Media Protocol

List of Abbreviations Used in this Report

LGA Local Government Association
KCR Key Corporate Risk