

SUBJECT:	SOCIAL MEDIA GUIDANCE AND POLICY
DIRECTORATE:	CHIEF EXECUTIVE & TOWN CLERK
LEAD OFFICER:	CAROLYN WHEATER, CITY SOLICITOR

1. Purpose of Report

- 1.1 To provide the Ethics and Engagement Committee with an opportunity to consider the Council's current Social Media Guidance and the introduction of a Social Media Policy.

2. Background

- 2.1 Social media has developed into a crucial method of communication and is used frequently by elected members in undertaking their role and engaging with residents.
- 2.2 The Council has issued Social Media guidance, attached to this report at **Appendix A**, which provides advice to members on the use of social media in their role as Councillors.
- 2.3 The Committee is invited to consider whether this Social Media guidance is fit for purpose and whether the introduction of a specific policy on the use of social media by elected members should be developed further.

3. Strategic Priorities

- 3.1 The development of a fit-for-purpose council relies upon the proper conduct of officers and members. Social media is becoming much more frequently used as a way of engaging with residents. Fit-for-purpose guidance and a policy to support its proper use would assist members in order that expected standards were clearly set out.

4. Organisational Impacts

4.1 Legal Implications

The Ethics and Engagement Committee's role includes the promotion and maintenance of high standards of conduct by councillors and co-opted members. Inappropriate use of social media could result in a member breaching the Code of Conduct.

5. Recommendation

- 5.1 That the report be noted and consideration be given to the introduction of a social media policy for elected members.