

SUBJECT:	SOCIAL MEDIA POLICY & YAMMER POLICY
DIRECTORATE:	CHIEF EXECUTIVE AND TOWN CLERK
REPORT AUTHOR:	STEVEN WELSBY, COMMUNICATIONS MANAGER

1. Purpose of Report

- 1.1 To consider the proposed new Social Media Policy, along with the Yammer Policy, which incorporate aspects such as the council accounts available for use, employee wellbeing, the best use of social media, personal accounts, councillor use of social media and the use of a new social networking tool for staff.

2. Background

- 2.1 Social media has grown at a rapid pace and has changed the way we communicate. It can enable users to interact with each other by sharing information, opinions, knowledge and interests.

There are many social media channels and digital platforms now available which offer great opportunities to communicate council messages and enable two-way communications with residents, visitors and businesses.

- 2.2 Corporate websites are often no longer the first port of call when people wish to answer a query, so we have to think beyond traditional forms of communicating online to meet the needs of residents and stakeholders.

Social media can help our customers get the information they need quickly which, in turn, can reduce the need for customers to call us or visit us, which can benefit us both.

Social media can enable us to work more effectively by delivering important and timely messages, seek opinions, correct misconceptions and by sharing messages across partnerships.

- 2.3 Messaging can be done instantly and can be far-reaching, which can bring many benefits but also a number of risks. Accounts can take a significant time to create and manage in an effective manner.

And when social media goes wrong it can cause significant damage to the organisation, the brand and our reputation.

The new Social Media Policy lays out how City Of Lincoln Council will use social media, outline responsibility for channels, state our procedures and help staff and councillors manage risk.

- 2.4 The Yammer policy is to be used in conjunction with the social media policy by staff. Yammer is being introduced by the council in September 2022 and will be

used by staff to connect and engage with colleagues across the organisation.

It will provide a collaborative environment to help staff connect with colleagues and bring directorates together virtually to share information, general and common interests using work-based social media.

Staff use of Yammer will be governed by the Social Media Policy, along with associated IT policies

3. Organisational Impacts

3.1 Legal Implications

There are no legal implications as a result of this report.

3.2 Financial Implications

There are no financial implications as a result of this report.

3.3 Equality & Diversity Implications

The potential for any Equality and Diversity issues to arise has been considered and it is concluded that no issues relating to this, nor the Human Rights Act 1988 are relevant.

These issues have been taking into consideration in the writing of this report.

4. Strategic Priorities

Professional, High Performing Service Delivery

This underpins our ability to achieve our strategic priorities.

5. Recommendation

5.1 That the new Social Media Policy be approved.

Is this a key decision? No

Do the exempt information categories apply? No

Does Rule 15 of the Scrutiny Procedure Rules (call-in and urgency) apply? No

How many appendices does the report contain? Two

List of Background Papers: None

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