Appendix B

City of Lincoln Council

Yammer Policy

<u>What is Yammer?</u>

Yammer is a social networking tool to openly connect and engage with colleagues across our organisation.

Our goal is to provide a collaborative environment to connect with colleagues and bring together our directorates virtually in different working locations to share meaningful information, general and common interests using work based social media

We aim to:

- Use Yammer to deliver news, announcements and share general information directly to employees. The Hub (Council's intranet) will be utilised for 'official' corporate/business information only
- Enable staff to get answers to questions by querying Yammer groups without knowing exactly whom to ask.
- Ensure Managers and employees celebrate successes and recognise accomplishments in a Facebook-like environment.
- Conduct polls and surveys to obtain feedback from staff quickly and respond where necessary.
- Enable staff to create their own social communities for common interests. E.g. sport groups, Health groups etc

In turn, we expect you to enjoy the benefits of Yammer in a hybrid working environment whilst adhering to the policy guidance detailed in this document. Your activity in this network is governed by the Council's Social Media Policy and associated IT policies. You will be asked to agree to these policies via Netconsent once a year and the following requirements should be understood.

Basic Guidelines:

These guidelines are not meant to be an exhaustive list, but rather an outline of things to consider when being active in the Yammer community.

- **Accountability:** Take responsibility for your postings, clearly differentiating opinions from fact. By posting content, you agree that you are solely responsible for the content you create. Neither the content you post, nor the links to other web sites, are screened, approved, reviewed

or endorsed by City of Lincoln Council. **Do not post any confidential information.**

- **Purpose:** Yammer is not for discussions regarding specific work projects or customers/partners/suppliers/members of the public and is only provided for staff social discussions such as the organisation of social events, announcements and general work tips.

- **Accuracy and Transparency:** The text and other material posted are the opinion of the specific author and are not statements of advice or information of City of Lincoln Council. Use your real name and a real photograph of you in your profile so it's easier to know who you are.

- **Common Courtesy:** Don't do anything that will reflect negatively on you or your colleagues.

- **Policy:** By joining the Yammer network, you are agreeing to abide by this policy for the acceptable use of information technology. Any violation of the policy may result in suspension of network access or possible disciplinary action

- **Be Social:** Try to engage the network in productive dialogue and work to follow the City of Lincoln Council social media guidelines found here

- **Everything in Yammer stays in Yammer!** (No public posts or Tweets, and so on)

Using Appropriate Language and Tone

- Be tolerant of others' opinions, avoid antagonising anyone, and do not react if provoked. Remember, you are a member of Yammer community, and so represent not only your Directorate but also the Council itself.

- Be respectful to other members. It is acceptable to disagree, but please do so in a respectful, non-discriminatory manner.

Choosing An Audience

When choosing an audience be mindful of the following:

- Who will benefit most from my post?

- If I am asking a question, where am I most likely to receive an appropriate answer?

- Does my post contain too many words, or too few?

- Is my post meaningful in any way?

- How might the language use and tone of voice in my post be perceived?

These are only a few guidelines of questions you should ask yourself before making a post. There may be times when posting an article to the entire organisation may be appropriate, and other instances where your post would be best seen by only certain

groups and/or people. *Please think before you post.*

Acceptable Files for Upload

Uploading files to Yammer allows you to collaborate on documents and utilise material to support your conversations and interactions. When uploading files be sure to keep in my mind the following:

- Files should be relevant to the group and/or current topic.
- As always, files should be appropriate for professional use.

Creating A Group

Yammer groups are a powerful resource and are beneficial when you want to connect with other like-minded members of the Council for a productive purpose. Consider these questions before creating a group in Yammer:

- Is there an established group that may fit my current needs?
- Will this group be beneficial to the development and engagement of the campus community?
- Should the group be private or public?
- What is the main purpose for the creation the group?

These simple questions will help to keep the Yammer community organised and free of duplication and unnecessary groups, thereby creating an environment for open communication and valuable dialogue.

All communities should have two Admins at a minimum.

Not sure If It's okay to post? Send Yammer Admins an inquiry and we will help you decide.

Yammer privacy notice

The City of Lincoln Council (the council) is what is known as a 'data controller' of the information you provide, and we are registered with the Information Commissioner's Officer. We take your privacy seriously and this notice informs you of how we use your personal information in Yammer.

Yammer is an enterprise social networking service which we are using for social communications within the council. For further information see [What is Yammer? (microsoft.com)](microsoft.com)

Use of Yammer is subject to the council's Yammer Acceptable Usage guidance.

How we will use your information

Yammer has been introduced to increase social engagement across the council, create a one council environment and ease the isolation of working remotely.

To create an account, you will be asked to enter your name and work email address.

Yammer will be monitored for any abusive language used by way of 'key word' detection. This will be reported to Communications in the first instance before reporting to relevant Line Managers and Human Resources. In addition, Office 365 Administrators within the Council have access to private content posted however, this will only be accessed where there is a legal reason to do so.

We are collecting and using your information which is necessary for a legitimate business interest (social welfare of staff) and for the performance of your employment contract in relation to compliance with the Yammer Acceptable Usage Guidance.

When an Office 365 Administrator deletes your account when you leave the Council you will be deactivated in Yammer. After 30 days, your data is deleted from Office 365 and after 90 days, you are permanently removed from Yammer. It is important to highlight that although your account is deleted, Yammer messages will remain as showing as posted from you.

Who may we share your information with?

Your information may be accessed by our staff who need to use it in relation to Acceptable Usage and your contract if employment. Your information will be shared with the following third-party organisation, Yammer, which is hosted on the Office 365 cloud service hosted in the EU.

Third Party Information

If you are uploading anyone else's details, please make sure that you have explained to them that you have given their information to us. For example, if you are uploading a photo or video that identifies an individual you must make sure you have their consent to share, and they must be informed how they can withdraw consent at any time.

Your rights

For information on how to raise a complaint if you are unhappy with the way we have processed your data or the rights you have over your personal data, please see our privacy notice on our website at www.lincoln.gov.uk/privacy-policy or if you would like a hard copy of this information, please contact us using the data protection officer contact details provided above.

Appendix 1

Yammer Acceptable Usage Guidance

- Everything in Yammer stays in Yammer (no public posts on social media, etc.)
- do not post confidential information into any community.
- do not post personal data of customers/, commercially sensitive or political statements relating to Council business.
- Yammer is not for discussions regarding specific work projects or customers/partners/suppliers/members of the public and is only provided for staff social discussions such as the organisation of social events, announcements and general work tips.
- we all have a responsibility to protect council data, so if you do see any personal or commercially/politically sensitive information posted or you think someone has received something they shouldn't have, contact your line manager and email Yammer admins and they will delete any such information
- be polite and respectful to other members. It is acceptable to disagree, but please do so in a respectful and non-discriminatory manner. What's said here is visible to your employer, line manager, colleagues and members. Please keep it professional at all times.
- if you are posting a photo/video you must ensure you have permission from the individuals included in the image/video before doing so.
- should you be informed that a party no longer wishes their photo to be displayed or you yourself wish a photo to be removed please contact the appropriate group admins.
- you are responsible for the material you post to Yammer and if you breach the Acceptable Usage Guidance this may result in disciplinary action being taken against you.
- where there is a legal reason to do so, please be aware admins on Yammer have access to private content posted.
- Yammer will be monitored for any abusive language used by way of 'key word' detection. This will be reported to Communication Team in the first instance who will then report into line managers and HR.
- we keep your information safe. Yammer is hosted on the Office365 cloud service and is securely held by Microsoft. Please note that with the cloud you cannot guarantee complete deletion.
- information posted on Yammer is attributed to the individual and does not necessarily reflect the views and opinions of City of Lincoln Council. Any official Council announcements should be made through standard communication channels and not linked back to content stored on Yammer.
- Information posted on Yammer will be subject to Freedom of Information Act, Environmental Information Regulations & General Data Protection Regulation and Data Protection Act 2018 – this means that members of the public can ask for information held about Council activities (FOI(S)A/EI(S)R) or if an individual requests their own information under Data Protection. Members of staff can also make these requests.

Communities

- Only internal communities will be permitted

- if you want to create a community, name it carefully – there's lots of other communities out there.
- only create a community if you really need it
- City of Lincoln Council withholds the right to remove any communities it deems unsuitable or offensive (or no longer in use)

Inappropriate posts should be directed to Yammer Admins in the first instance.

Please visit Microsoft's support page for Yammer for further help and learning.