

Committee:	Date:
Establishment Committee	28 October 2015
Subject: Social Media Policy	Public
Report of: Director of Human Resources	For Decision

Summary

Resulting from Committee's review of the draft Social Media Policy in September 2015, a follow up report and updated version of the Social Media Policy is submitted for review in light of comments received by Members at the September Establishment Committee.

Recommendations

Members are asked to:

- a) Note the revisions to the Social Media Policy outlined within the report.
- b) Approve the Social Media Policy attached as Appendix 1.

Main Report

Background

1. The draft Social Media Policy was submitted for review to Establishment Committee in 2015 seeking endorsement to launch. Members shared comments on areas for review and the policy has now been updated to reflect these comments.
2. The comments are summarised as follows:
 - Members discussed the difficulty of establishing specific rules in this area, as Social Media continued to be an emerging issue. Members expressed concern that the Policy should not be seen as the Corporation positioning itself to make moral judgements as to the conduct of staff on Social Media where this had no impact on their work with the Corporation.
 - Members also requested that the Policy should give further consideration to the fact that the Corporation was a political body led by elected Members, and therefore the Policy should reflect that it was not appropriate for Corporation staff to publicly comment upon elected Members or their actions on Social Media.

3. In line with Members recommendations, Alderman Matthew Richardson, as an expert in Social Media law, has been consulted on the content of the revised policy. As at the time of writing, comments have been received. Any comments provided by Alderman Richardson will be provided to the Committee at the meeting.

Revisions

4. Revisions to the Social Media Policy and Employee FAQs are highlighted within the attached documents. These are summarised as follows:
 - i) Paragraph 10 - Amended to include that the City of London is a political body led by elected Members, with employees working as public servants. An additional guiding principle has been added to remind employees that conduct online should be consistent with the City Corporation's Code of Conduct.
 - ii) Para. 21 – Amended to make clear that employee's off duty hours are their personal concern.
 - iii) Para. 27 – An additional paragraph has been added to reflect the Social Media Policy's relationship with the Code of Conduct.
 - iv) Question 3 within the Employee FAQ's has been expanded to remind employees that the City of London is a politically neutral organisation and of their responsibility to act like a public servant at all times, specifically providing the example to not criticise the actions of the organisation, its elected Members or colleagues over Social Media.
 - v) An additional FAQ has been included, outlining how a City of London resident may use social networks to lobby constructively and within acceptable boundaries of the policy.

Conclusion

5. In conclusion, the proposed Social Media Policy takes into consideration the current best-practice, learning from case-law and comments received from Members.
6. The Social Media Policy aims to mitigate the risk of exposure to social media misuse which current policies may not necessarily provide sufficient coverage for.

Appendices

- Appendix 1 – Revised Social Media Policy
- Appendix 2 – Revised Employee FAQ Document

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