

# SALISBURY CITY COUNCIL

**Subject** : Social Media Policy  
**Committee** : Personnel Committee  
**Date** : 11 February 2019  
**Author** : Tracy Adams, HR Manager

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## 1. Report Summary:

1.1. This report introduces draft Social Media Policy for consideration.

## 2. Background:

2.1. It is good practice for the Council to have a policy to manage its Social Media output. The risks of reputational damage due to inappropriate use of Social Media are well known.

## 3. Policy

3.1. The policy considers:

3.1.1. What is covered when talking about Social Media

3.1.2. Expectations on how it should be used and how this will be monitored

3.1.3. Some general do's and don'ts of Social Media

3.2. The Policy applies to members of staff and elected members.

3.3. As this policy applies to staff the Council is obliged to consult with Unions.

3.4. The draft policy will be circulated with this report (Doc 69456).

## 4. Recommendation:

It is recommended that the Committee:

4.1. Approves the draft Social Media Policy.

4.2. Note that the HR Manager will consult with the Unions about this policy.

## 5. Wards Affected: All

## 6. Background papers: Draft Policy – attached Doc 69456

## 7. Implications:

7.1. **Financial:** Nil in relation to this report

7.2. **Legal:** As shown in the policy

7.3. **Personnel:** As shown in the policy

7.4. **Environmental Impact:** Nil in relation to this report

7.5. **Equalities Impact Statement:** This policy applies to all.