

# SALISBURY CITY COUNCIL

**Subject** : Social Media Policy and Social Media Guidance for Members  
**Committee** : Personnel Committee  
**Date** : 15 July 2019  
**Author** : Tracy Adams, HR Manager

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## 1. Report Summary:

1.1. This report introduces draft Social Media Policy for staff and Social Media Guidance for Members for consideration.

## 2. Background:

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

2.2. A Social Media Policy was presented to Personnel Committee on 11 February 2019 where the following resolutions were made:

*224.1. Request members to send all comments and amendments to the Clerk for consideration.*

*224.2. Instruct the Clerk to present a revised version of this policy at the next meeting of this committee, taking member's comments and amendments into consideration.*

2.3 Following the above 6 responses were received.

2.4 A revised Policy document for staff and Guidance document for Councillors, which is in line with Wiltshire Council's approach, have been produced and are attached to this report for consideration.

## 3. Recommendation:

It is recommended that the Committee:

3.1. Approves the draft Social Media Policy for staff

3.2. Approves the Guidance document for Members

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

## 4. Wards Affected: All

**5. Background papers:** Draft Policy for staff – attached Doc 71563. Draft Guidance for members document – attached 71564

## 6. Implications:

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

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

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

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

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