

Island Communities Impact Assessment
Social Media Policy for Employees

PRELIMINARY CONSIDERATIONS	
<p>Please provide a brief description or summary of the policy, strategy or service under review for the purposes of this assessment.</p>	<p style="text-align: center;">Responses</p> <p>The Social Media Policy for Employees outlines:</p> <ul style="list-style-type: none"> • The standards of acceptable use, and behaviours of employees when using social media for both personal and professional use. • It also informs employees of the implications of unacceptable use and breaches – should these occur.
STEP 1 - Develop a clear understanding of your objectives	
<p>What are the objectives of the policy, strategy or service?</p>	<p style="text-align: center;">Responses</p> <ul style="list-style-type: none"> • Support employees to make appropriate and informed decisions when using social media by setting out the expected standards of behaviour and communication; • Uphold the principles of the Employee Code of Conduct and other relevant policies, ensuring that employees behave in a manner which does not cause offence or bring the Council into disrepute; • Minimise risk to staff, service users, clients, customers and the reputation of the Council by providing information on the safe and acceptable use of social media; • Inform employees of what the implications of unacceptable use or breaches are; • Reinforce the Council Values of Delivering Excellent Service, Taking Personal Responsibility and Working Well Together.
<p>Do you need to consult?</p>	<p>Consultation has taken place through a project team with representation from a range of departments. Informal and formal consultation is taking place through committee including: Human Resources Partnership Group, Corporate Management Team, Local Negotiating Committee for Teachers, Employees</p>

Island Communities Impact Assessment

Social Media Policy for Employees

	Joint Consultative Committee and Policy and Resources Committee.
How are islands identified for the purpose of the policy, strategy or service?	There is no distinction made for islands. The policy will apply regardless of geographic location.
What are the intended impacts/outcomes and how do these potentially differ in the islands?	Increased confidence amongst employees on how to safely engage in social media, by understanding their role and responsibility as a Council employee, regardless if they are using social media in their personal or professional life. This should lead to fewer instances of breach, and minimises risks of reputational damage and legal claims.
Is the policy, strategy or service new?	There are no differential impact on islands. New but the Social Media Policy for Employees builds on existing Social Media Guidelines which will be incorporated within this policy
STEP 2 - Gather your data and identify your stakeholders	
What data is available about the current situation in the islands?	Responses There is no data regarding social media use across island communities. Data on social media breaches which have led to disciplinary action are identified and recorded in a database
Do you need to consult?	Informal consultation has taken place as described in this exercise, with formal consultation underway.
How does any existing data differ between islands?	There is no identifiable data on islands relating to social media. Policy benchmarking has been undertaken across local authorities which does not differentiate approaches taken towards island communities.
Are there any existing design features or mitigations in place?	No
STEP 3 - Consultation	
	Responses

Island Communities Impact Assessment
Social Media Policy for Employees

Who do you need to consult with?	Internal stakeholders to ensure services are aware of the new policy.
How will you carry out your consultation and in what timescales?	A project team with representation from directorates, as well as key corporate advisers, has been the focal point for this. Informal consultation has been completed – with formal consultation being completed by November 2021.
What questions will you ask when considering how to address island realities?	N/A
What information has already been gathered through consultations and what concerns have been raised previously by island communities?	General issues has been identified through Council social media users, the Council's recent Reputational Risk Audit and Communication Audit. Similarly, data gathered from breaches of the Social Media Guidelines. Policy benchmarking has been completed against other local authorities including island communities. No additional concerns relating to island communities has been raised through this process.
Is your consultation robust and meaningful and sufficient to comply with the Section 7 duty?	Yes
STEP 4 - Assessment	
Does your assessment identify any unique impacts on island communities?	No
Does your assessment identify any potential barriers or wider impacts?	No
How will you address these?	N/A
You must now determine whether in your opinion your policy, strategy or service is likely to have an effect on an island community, which is significantly different from its effect on other communities (including other island communities).	

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Social Media Policy for Employees**

<p><u>If your answer is NO to the above question, a full ICIA will NOT be required and you can proceed to Step SIX.</u></p> <p>If the answer is YES, an ICIA must be prepared and <u>you should proceed to Step FIVE.</u></p> <p>To form your opinion, the following questions should be considered:</p> <ul style="list-style-type: none"> • Does the evidence show different circumstances or different expectations or needs, or different experiences or outcomes (such as different levels of satisfaction, or different rates of participation)? • Are these different effects likely? • Are these effects significantly different? • Could the effect amount to a disadvantage for an island community compared to the mainland or between island groups? 	
STEP 5 – Preparing your ICIA	Responses
In Step Five, you should describe the likely significantly different effect of the policy, strategy or service:	N/A
Assess the extent to which you consider that the policy, strategy or service can be developed or delivered in such a manner as to improve or mitigate, for island communities, the outcomes resulting from it.	N/A
Consider alternative delivery mechanisms and whether further consultation is required.	N/A
Describe how these alternative delivery mechanisms will improve or mitigate outcomes for island communities.	N/A
Identify resources required to improve or mitigate outcomes for island communities.	N/A

**Island Communities Impact Assessment
Social Media Policy for Employees**

STEP 6 - Making adjustments to your work		Responses
Should delivery mechanisms/mitigations vary in different communities?		No
Do you need to consult with island communities in respect of mechanisms or mitigations?		No
Have island circumstances been factored into the evaluation process?		N/A
Have any island-specific indicators/targets been identified that require monitoring?		N/A
How will outcomes be measured on the islands?		The Council will continue to monitor disciplinary data as a result of breaches of social media and also build learning and reflection into the process. The Council will also monitor uptake on the social media training.
How has the policy, strategy or service affected island communities?		An effective Social Media Policy gives all employees the knowledge and understanding to participate and engage in safe and acceptable social media activity
How will lessons learned in this ICIA inform future policy making and service delivery?		N/A
STEP 7 - Publishing your ICIA		Responses
Have you presented your ICIA in an Easy Read format?		N/A as no ICIA carried out beyond this screening
Does it need to be presented in Gaelic or any other language?		No
Where will you publish your ICIA and will relevant stakeholders be able to easily access it?		N/A
Who will sign-off your final ICIA and why?		N/A

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Social Media Policy for Employees**

ICIA completed by:	Susan Nicolson
Position:	HR Officer
Signature:	Susan Nicolson
Date complete:	24/09/2021

ICIA approved by:	Denise Bell
Position:	Executive Manager – Human Resources
Signature:	<i>DENISE BELL</i>
Date approved:	<i>13.09.22.</i>