



Hyndburn Borough Council

Customer First Analysis

Social Networking Policy

1. Purpose

- What are you trying to achieve with the policy / service / function?
Have some guidelines around when an employee's use of social networking may become a "work issue", some suggested ways of avoiding problems and an indication of how the council will deal with these if they arise.
- Who defines and manages it?
HR / Communications Team / ICT / Audit
- Who do you intend to benefit from it and how?
All employees and the council as a whole by avoiding unnecessary employee relations problems and possible reputational damage of legal claims.
- What could prevent people from getting the most out of the policy / service / function?
- How will you get your customers involved in the analysis and how will you tell people about it?

Communications Team and normal consultation channels with employees and trade unions.

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
Through dealing effectively with – or avoiding – difficult employee relations cases around the alleged misuse of social networking.
- How satisfied are your customers and how do you know?
Employee satisfaction measured via survey and internal communications methods.
- What existing data do you have on the people that use the service and the wider population?
- What other information would it be useful to have? How could you get this?
- Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?
- Are you using partners, stakeholders, and councillors to get information and feedback?
We hold employee data around equality issues and measure and report on employee relations cases such as disciplinary cases.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
The proposed policy is a new one and there is currently nothing to suggest any potential adverse impact.

UNCLASSIFIED

4. Actions

- Research current policy and good practice elsewhere and develop and consult on a new policy for Hyndburn Borough Council.

Don't forget to return your written record to HR.