**Equality Impact Assessment - Preliminary Assessment Form**

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| *Title of the strategy, policy, service, or project:* | | Social Media Policy |
| *Service Area:* | All | |
| *Lead Officer:* | Fiona Pittam | |
| *Date of assessment:* | 21.03.24 |
| *Is the strategy, policy, service (procedure) or project:* | | Policy |
| *Changed* | X |
| *New* | 🞎 |

**Section 1 – Clear aims and objectives**

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| 1. What is the aim of the strategy, policy, procedure or project? |
| This policy has been produced to promote and maximise the benefits of using social media and to minimise the risks associated with use of social media platforms. |

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| 1. Who is intended to benefit from the strategy, policy, procedure or project and how? |
| The policy provides information to all Council employees (including contractors, agency workers and volunteers), Councillors, and anyone who has access to the Council’s network, systems and information using social media. It is designed to ensure they work without breaking any laws or not in accordance with Council codes of conduct. |

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| 1. What outcomes do you want to achieve? |
| South Derbyshire District Council (SDDC) is committed to making the best use of all available technology and innovation to improve the way it does business and provides services. This includes using all reasonable and cost-effective means to improve the way we communicate, reach out, and interact with our stakeholders and client groups. We want to make sure our employees and Members are aware of the risks of using social media and how to prevent and handle them. |

**Section 2 – What is the impact?**

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| 1. **Summary of anticipated impacts.** *Please tick at least one option per protected characteristic. Think about barriers people may experience in accessing services, how the policy is likely to affect the promotion of equality, knowledge of customer experiences to date. You may need to think about sub-groups within categories e.g. older people, younger people, people with hearing impairment etc****. Hyperlinks to supporting information about the protected characteristics listed below can be found*** [***here.***](file:///C:\Users\abduls\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\41SH62EE\Definitions%20to%20support%20the%20Equality%20Impact%20Assessment%20Forms.docx) | | | |
|  | **Potentially positive impact** | **Potentially negative impact** | **No disproportionate impact** |
| Age | X |  |  |
| Disability and long-term conditions | X |  |  |
| Gender reassignment |  |  | X |
| Marriage or civil partnership |  |  | X |
| Pregnant women and people on parental leave |  |  | X |
| Sexual orientation |  |  | X |
| Race | X |  |  |
| Religion or belief |  |  | X |
| Sex (Gender) |  |  | X |

**Section 3 – Recommendations and monitoring**

If you have answered that the strategy, policy, procedure or project could potentially have a negative impact on any of the above characteristics then a full Equality Impact Assessment will be required.

* The policy will be formally reviewed every 2 years

• The policy will be reviewed on an on-going basis e.g. if we receive intelligence from enquiries/feedback from colleagues/particular case/ legislation/case law that would call for an earlier review of the policy.

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| 1. **Should a full EIA be completed for this strategy, policy, procedure or project?** | | |
| 🞎 *Yes* | X *No* |  |
| This policy has a positive impact on all groups of people. In particular:  Age, race, disability - Social media bolsters inclusivity and diversity on- and offline. Social media brings everyone together into one online space. With tools including hashtags and groups, people from diverse backgrounds who have similar identities, interests, or goals can find each other easily.  Accessibility – social media can provide access to important information that those unable to attend meetings or see notices in public places as a result of age or disability might otherwise not have.  Ethnic groups – the use of video on social media helps provide information to those for whom English is not the first language. The use of subtitles can also support the learning of English. | | |

**Section 4 – Approval**

Please note the assessment should be reviewed and approved by the appropriate Head of Service **before** the Committee report (if required) is produced.

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| Reviewed by Head of Service | Name: | Fiona Pittam |
| Date: | 21.03.24 |

If further information regarding this assessment is required, please contact the Lead Officer for this assessment (outlined in Section 1.)