

**Title**

**Social media Policy**

**Intended Outcome**

Informed, involved communities

**Description**

The social media policy sets out principles for operation to support the council in using social media effectively for the benefit of our communities.

**How does your proposal align with strategy?**


It supports the Council's communications strategy.

**Lead and Appropriate Officers**

<b>Lead Officer Jane Fowler</b>	<b>Job Title Head of Customer Support Services</b>	<b>Service Customer Support</b>
<b>Appropriate Officer Jane Jarvie</b>	<b>Job Title Communications Manager</b>	<b>Department Comms Team</b>

**Who will deliver the proposal**

Communications Team and council services.

<b>Signed Off By</b> 	<b>Date</b> 19.06.2026
-------------------------------------------------------------------------------------------------------------	------------------------

## Evidence

### **Data – what data have you used to inform the IIA?**

Community feedback via the Customer service survey

Research into social media channels usage locally and nationally

### **Other information – This may include reference to reports by other people/organisations relevant to the impacts you identify.**

The policy refers to other relevant guidance as sources of information.

### **Consultation – What consultation/engagement have you carried out to inform the IIA?**

A question included with the customer service survey

### **Gaps in Evidence – Are there any gaps in evidence?**

Higher number of responses to surveys would always be welcome but the customer service survey provided useful feedback.

## Knock on Effects

### **Knock-on effect – will your proposal have knock-on effects?**

None

### **Knock on Effects Details**

## Monitoring

### **How will you monitor the impacts of your proposal as it progresses?**

Through use of council social media channels and through the proposed annual review exercise.

## Fairer Scotland Duty

### Impact on service users

Use of social media is based on making information available on free-to-use channels, learning from what people are interested in to do more of that, and adapting the channels we use to where our communities go, therefore the overall aim is to be available to all, regardless of categories below – the impact overall therefore is expected to be none or positive.

<b>Mainland Rural Population</b>	<b>Island Population</b>	<b>Low Income</b>	<b>Low Wealth</b>	<b>Material Deprivation</b>
Negative	Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know	Don't know
<b>Area Deprivation</b>	<b>Socio-Economic Background</b>	<b>Communities of Place</b>	<b>Communities of Interest</b>	
Negative	Negative	Negative	Negative	
No impact	No impact	No impact	No impact	
Positive	Positive	Positive	Positive	
Don't know	Don't know	Don't know	Don't know	

### Impacts on service users details

None or positive

### Don't knows identified

None

### Impact on service deliverers

The policy is intended to support those who deliver social media accounts so none or positive.

<b>Mainland Rural Population</b>	<b>Island Population</b>	<b>Low Income</b>	<b>Low Wealth</b>	<b>Material Deprivation</b>
Negative	Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know	Don't know

<b>Area Deprivation</b>	<b>Socio-Economic Background</b>	<b>Communities of Place</b>	<b>Communities of Interest</b>	
Negative	Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know	Don't know

**Impacts on service deliverers details**

The policy is intended to support those who deliver social media accounts so none or positive

**Due regard**

N/A

**No Impact Justification** (To be completed if the screening has shown you do not have to complete this impact assessment)

The policy is intended to support those who deliver social media accounts so none or positive.

**Consumer Duty**

**Does your proposal affect individuals, businesses or both?**

It builds on use currently made of these channels by both.

**On the basis of your assessment, what are the likely impacts of your proposal?**

No impact or positive – this is about building on what is done already to make social media accounts effective for our users.

<b>Choice</b>	<b>Fairness</b>	<b>Redress</b>	<b>Safety</b>
Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know
<b>Information</b>	<b>Access</b>	<b>Representation</b>	
Negative	Negative	Negative	
No impact	No impact	No impact	
Positive	Positive	Positive	
Don't know	Don't know	Don't know	

**Describe the positive impacts you have identified**

Annual review exercise for employee running council social media accounts will encourage the sharing of good practice; the revised assessment criteria for applications for new sites will encourage where possible building use of existing sites to reach and be of use to existing followers.

**Describe the negative impacts you have identified**

None. This is intended to build on current practice.

**What alternatives have you considered which can improve outcomes for customers and/or reduce harm?**

Social media is used in addition to rather than instead of other communication channels, therefore there are alternative ways in which to get information from the council

**How have you reduced harm to consumers through the development of your proposal?**

The policy is intended to support the council in delivering effective social media services of use to consumers, so to deliver benefit.

**If you have not been able to reduce harm to your consumers, why not?**

See above

**No Impact Justification** (To be completed if the screening has shown you do not have to complete this impact assessment)

N/A

**Children's Rights and Wellbeing**

**Direct and indirect impacts on children and young people**

**Are there any aspects to your proposal which directly impact on children?**

No Since starting this draft policy, the UK has introduced a ban on social media for children, so this policy will cease to relate to children.

**Are there any aspects to your proposal which indirectly impact on children?**

No – and see above

**Describe which groups of children and young people are affected by your proposal.**

Primarily schools use social media to reach parents and pupils but also have other means of communication.

**How are these groups you have identified affected by your proposal.**

This policy is about building on what works for the people who use our social media sites and doing more of that.

### Children's rights

#### No impact

<b>Article 2: (non-discrimination)</b>	<b>Article 3: (best interest of the child)</b>
Negative	Negative
No impact	No impact
Positive	Positive
Don't know	Don't know
<b>Article 6: (life, survival and development)</b>	<b>Article 12: (respect for the views of the child)</b>
Negative	Negative
No impact	No impact
Positive	Positive
Don't know	Don't know

**Have you identified any other articles as being relevant to your proposal?**

No (The system defaults to 'no' if you don't answer this question. List of articles is available in the guidance.)

**What articles are relevant to your proposal?** (This, along with the following five questions, appears if you answer 'yes' to having identified other articles as being relevant.)

As mentioned above, the UK has agreed a ban on social media for children so this policy will cease to relate to them.

**If you have identified any positive impacts, describe what these are?**

N/A

**If you have identified any negative impacts, describe what these are?**

N/A

**What options have you considered to reduce negative impacts?**

N/A

**If you cannot implement measures to mitigate impact why not?**

N/A

**If you have identified relevant articles for which you don't know what the likely impact will be, how will you monitor impact as your proposal progresses?**

**Children's wellbeing**

**For each wellbeing indicator, review whether your proposal will result in an improvement to children's wellbeing or not. (More information about the indicators is given in the guidance.)**

Information about wellbeing and support (physical, financial etc) will be among the information posted on our social media sites to support families among others, therefore indirectly supporting children and young people. Impact will therefore either be none or positive

Impact overall indirect so no direct impact

<b>Safe</b>	<b>Healthy</b>	<b>Achieving</b>	<b>Nurtured</b>
Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know
<b>Active</b>	<b>Respected</b>	<b>Responsible</b>	<b>Included</b>
Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know

**For the indicators where you believe your proposal will result in reduced children's wellbeing, explain what these reductions will be.**

N/A

**For the indicators where you believe your proposal will result in improved children's wellbeing, explain what these improvements will be.**

N/A

**If you have identified any indicators as being relevant to your proposal, but you do not know what the impacts will be, explain how you will monitor impact as your proposal progresses.**

N/A

**No Impact Justification** (To be completed if the screening has shown you do not have to complete this impact assessment)

N/A

### Island Communities

**How many islands does your proposal affect?**

All

**Which islands are affected by your proposal?**

Information will be available to all our islands if they wish to use social media

**Does your proposal impact on island communities...?**

Positive or no impact for those who wish to use social media otherwise no impact

<b>Demography</b>	<b>Economy</b>	<b>Society</b>
Negative	Negative	Negative
No impact	No impact	No impact
Positive	Positive	Positive
Don't know	Don't know	Don't know

**Describe any positive impacts you have identified.**

The policy brings in a focus on sharing good practice and reviewing performance to deliver effective services.

**Describe any negative impacts you have identified.**

N/A

**If you do not know what the impacts will be, you should reflect this in your monitoring arrangements for the proposal.**

N/A

**Describe how your proposal affects the islands communities you have identified differently from other communities including other islands communities and mainland areas.**

N/A

**How will you ensure your proposal delivers equivalent levels of service to the islands communities you have identified compared to other areas, including mainland areas? (In your answer you should include descriptions of:**

- **alternatives you have considered to improve or mitigate the impacts identified,**
- **how you have reduced negative impacts on islands communities, and**
- **how your mitigations will vary between communities, if relevant).**

N/A – The policy will apply equally to mainland and island areas that choose to use council social media.

**If you have not been able to mitigate impacts, why not?**

N/A

**No Impact Justification** (To be completed if the screening has shown you do not have to complete this impact assessment)

## Equality impact

### Equality impact on service users

**No impact** Information is available to all who wish to use it via this medium; there are other routes to information from the council for people who do not.

<b>Disability</b>	<b>Race</b>	<b>Marriage and civil partnership</b>	<b>Religion or belief</b>	<b>Sex</b>
Negative	Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know	Don't know
<b>Pregnancy and maternity</b>	<b>Age</b>	<b>Sexual orientation</b>	<b>Gender reassignment</b>	
Negative	Negative	Negative	Negative	
No impact	No impact	No impact	No impact	
Positive	Positive	Positive	Positive	
Don't know	Don't know	Don't know	Don't know	

**Impact identified**

**Don't knows identified**

### Equality impact on service deliverers

**None/positive – the policy is there to support those delivering social media services**

<b>Disability</b>	<b>Race</b>	<b>Marriage and civil partnership</b>	<b>Religion or belief</b>	<b>Sex</b>
Negative	Negative	Negative	Negative	Negative
No impact	No impact	No impact	No impact	No impact
Positive	Positive	Positive	Positive	Positive
Don't know	Don't know	Don't know	Don't know	Don't know
<b>Pregnancy and maternity</b>	<b>Age</b>	<b>Sexual orientation</b>	<b>Gender reassignment</b>	
Negative	Negative	Negative	Negative	
No impact	No impact	No impact	No impact	
Positive	Positive	Positive	Positive	
Don't know	Don't know	Don't know	Don't know	

**Impact on service deliverers**

**Don't knows identified**

**Due regard**

**No Impact Justification**

Information is available to all who wish to use it via this medium; there are other routes to information from the council for people who do not.