

**Manchester City Council
Report for Information**

Report to: Standards Committee – 15 March 2018
Subject: Social Media Guidance for Members update
Report of: City Solicitor

Purpose of the Report

To update the Committee on the operation/efficacy of the Social Media Guidance for Members ('the Guidance') as well as the provision of training for members on the Guidance.

Recommendations

1. That the Committee note the report.
 2. That the Committee note the position with regards to the delivery of training on the Guidance for current members.
 3. That the Committee agree the revision to paragraph 5.3 of the Guidance as outlined in paragraph 1.3 of the Report.
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Wards Affected:

All

Financial Consequences for Revenue Budget

None

Financial Consequences for the Capital Budget

None

Implications for:

Antipoverty	Equal Opportunities	Environment	Employment
No	No	No	No

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Background documents (available for public inspection):

None

1.0 Background

- 1.1 The Committee last received a report on Revision of the Social Media Guidance for Members ('the Guidance') at its meeting held on 16 March 2017. At the same meeting the Committee's views were also sought regarding the best mode of providing social media training for current members.
- 1.2 At the meeting on 16 March 2017 the Committee suggested that paragraph 5 of the Guidance be amended to include licensing and quasi-judicial matters in addition to planning matters. Members also recommended that a paragraph be added to the Guidance making it clear that failure to follow its content may result in a breach of the Council's Code of Conduct for Members. The Guidance was updated at paragraphs 5 and 8 respectively to reflect both of these recommendations. A copy of the revised Guidance is attached as an Appendix to this report. The revised Guidance was posted on the Members internal portal in June 2017.
- 1.3 The Committee is advised that the wording in paragraph 5.3 of the Guidance will require a further very minor revision by amending the wording 'Data Protection' to read 'Data Protection legislation' to take account of the EU General Data Protection Regulation which comes into effect on 25 May 2018.
- 1.4 On the question of the best mode of providing social media training for members the Committee suggested that training on the Guidance be provided by the City Solicitors Department in conjunction with the Communications team.

2.0 Operation of the Guidance

- 2.1 In terms of the operation of the Guidance the Committee is advised that during 2017 one complaint made under the Council's Code of Conduct for Members was linked to social media use. During the period October 2015 to October 2016 six of the Decisions on Complaints related to postings on social media and this comparison therefore suggests that the use of social media by Members has improved.

3.0 Training

- 3.1 The Committee is advised that presentation slides have been developed by the City Solicitors Department for training on the Guidance for members. .
- 3.2 The Members Development Working Group ('MDWG') established to champion, develop and improve members' development training has been sourcing training for members on the main types of social media as part of its annual training programme. Officers therefore plan to provide training on the Guidance in conjunction with this social media training as this is considered to be the most effective approach.

Recommendations

1. That the Committee note the report.

2. That the Committee note the position with regards to the delivery of training on the Guidance for current members.
3. That the Committee agree the revision to paragraph 5.3 of the Guidance as outlined in paragraph 1.3 of the Report.