

(SC/01/17)	
Report title: Updated Social Media Protocol	
Report to: Essex CC and Essex FA Joint Standards Committee	
Report author: Paul Turner – ECC Monitoring Officer	
Date: 25 January 2017	For: Decision
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County Divisions affected: All Essex	

1. Purpose of Report

- 1.1 To ask the Committee to adopted the revised Social Media Protocol.

2. Recommendations

- 2.1 That the Committee adopts the revised social media protocol in the form appended to this report and agrees that it should be circulated to all members of the County Council and Essex Fire Authority.

3. Social Media Protocol

- 3.1 In January 2013 the Joint Committee adopted the current social media protocol.
- 3.2 The protocol provides guidance to members of Essex County Council and the Essex Fire Authority based upon their Codes of Member Conduct. It has been drafted to assist members as they explore and develop their use of social media. Officers continue to support County Councillors wishing to use social media, which is can be a very useful and effective way for members to communicate with their constituents. This support will not be provided in the run up to the election given the statutory code of practice on local authority publicity and the rules in the Local Government Act 1986.
- 3.3 The protocol helps members to understand how the code of conduct would apply to the use of social media, although it does not change the Code itself or create any new restrictions.
- 3.4 Although the basic principles of the protocol are unchanged, social media is a fast developing area and it was felt that the protocol should be refreshed to reflect the fact that use of social media is now more familiar to many members and also to reflect changes in the code of conduct.
- 3.5 The revised protocol is appended to this report.

4. List of Appendices

Social Media Protocol

5. List of Background Papers

None