# Equality and Diversity Impact

# Assessment Equality, Diversity and Inclusion Impact Assessment

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| **Title of Policy, Procedure, or Function:**  Social Media Policy | |
| **School/Directorate:**  Directorate of External Relations | |
| **Author/Position:**  Lead author = Frazer Ramsay, Social Media Officer | **Date created:**  April 2022 |

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| **1. Aims and purpose of Policy, Procedure, or Function:**  The social media policy sets out the principles, scope and responsibilities for the governance of social media within the University. The policy aims to ensure a collaborative, supportive and creative social media environment for the University, whilst mitigating security, data protection, reputational and other risks. The associated guidelines should be read in conjunction with the Social Media Policy. | | |
| **2. Stakeholders:**  The policy applies to all members of staff employed by the University; to contractors and volunteers, and to individuals with honorary staff status given access to University IT facilities (‘staff’). | | |
| **3. Additional Consultation/Involvement** | | |
| Organisation/person consulted or involved | Date, method, and by whom | Location of consultation records |
| Before this final iteration of the policy was submitted to Policy Review Group for initial review, the draft policy was consulted on by colleagues in DDIS and HR over several years. It is with this breadth of discussion that we are in a position to present this policy now. | | |
| * Policy Review Group | * Jenny Fernandes, Director External Relations, Megan McFarlane, Head of Engagement and Conversion and Frazer Ramsay, Social Media Officer met with PRG via Teams 01/11/2021 | Catherine Cook took a record of the meeting |
| * Information Governance Committee | * Paper to committee which met on 08/12/2022 | Clerk – Mary Sabiston |
| * Senior Management Team | * Paper to SMT on 31.03.2022 | Clerk - Ross Anderson |
| * Policy Review Group | * Consultation via email on 21.04.2022 | Catherine Cook took a note of email exchanges |
| * Partnership Negotiation and Consultative Committee | * Will meet on 17th May 2022 | Clerk – Janine Chalmers |

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| a) Brief summary of results of consultation indicating how this has affected the Policy, Procedure, or Function |
| Both PRG and IGC provided feedback which resulted in some changes to the policy and guidelines. These are outlined below.  **IGC changes**  **Social Media Policy**  5.3 - Personal Accounts  Footnote 2 referencing paragraph 2 updated to improve clarity and remove reference to the use of an email address that will be effectively hidden from other users view.  6.0 - Wording tided up to reflect the DoER will act as arbitrator on whether a review is warranted, regardless of the reasons. In addition, reference to PRG removed as it is a given part of the process and partnership with IT services included to ensure wider issues are considered.  Appendix 2: Associated Policy  Under the fifth bullet point, policy name changed from “Policy Against Discrimination, Harassment and Bullying in the Workplace” to “Discrimination, Harassment and Bullying in the Workplace” to be more consistent with the way the other policies, guidelines and statement titles are presented.  **Social Media Guidelines**  4.5 Wording of clause updated to improve understanding.  7.3 Fourth bullet point removed on the understanding such a record is impractical to maintain and provide oversight to while also stifling accounts from both covering and entering legitimate conversations. Staff conduct rules will cover inappropriate exercising of this right. The removed bullet was:  *Discuss colleagues, competitors, partners, students or suppliers without their specific and informed consent. A record of the granting of such consent should be kept in order to comply with relevant legislation.*  7.4 Clause updated to remove the requirement for a written record with account managers being encouraged to maintain their own records instead.  Appendix 2: Naming Convention for Corporate Accounts  Point 3 updated to provide wider scope for social account handle names.  **PRG changes**   * Section 6.0 – PRG reference is now included in the **policy**. |
| **4. Monitoring** |
| a) Detail method of monitoring of the Policy, Procedure or Function and by whom |
| This policy and the accompanying guidelines shall be reviewed and updated by External Relations in partnership with Digital and Information Services and the Policy Review Group as and when required. A formal review including the above parties shall take place annually. |
| b) Detail how monitoring results will be utilised to develop the Policy, Procedure, or Function |
| External Relations, DDIS and PRG members will feedback views on the policy following rollout to the Engagement and Conversion Team. The policy will the be amended as appropriate. |
| c) Timescale of monitoring including proposed dates  There will be regular, informal reviews by External Relations, DDIS and PRG.  There will be a formal annual review. Dates are TBC until the policy is formally approved. |

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| 5. Impact assessment | | | | |
| Select what impact there will be on each group: | | | | |
| Characteristic | Positive Impact | No Impact | Negative Impact | Not Applicable |
| Race |  | X |  |  |
| Disability (impact may differ according to physical, cognitive, and mental health conditions and impairments): | X – digital accessibility is in associated guidelines |  |  |  |
| British Sign Language (BSL) |  |  |  | X |
| Neurodivergent |  | X |  |  |
| Gender | X |  |  |  |
| Age | X |  |  |  |
| Sexual Orientation | X |  |  |  |
| Religion, Belief or No Belief | X |  |  |  |
| Gender Reassignment | X |  |  |  |
| Non-Binary | X |  |  |  |
| Marriage and Civil Partnership |  | X |  |  |
| Pregnancy and Maternity |  | X |  |  |
| Parents and Carers |  | X |  |  |
| Socio-Economic Group |  | X |  |  |

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| a) For each negative impact identified above, please state your mitigating actions below with timescales. |
| N/A |
| b) How does this Policy, Procedure, or Function contribute to eliminating discrimination, harassment, victimisation, and advancing equality of opportunity? |
| As outlined in section 5.4 of the policy - The University respects prospective employees’ privacy and will not monitor such individuals’ social media activities. This also supports the University’s commitments to ensure that prospective employees’ protected characteristics (for example, sexual orientation or religious beliefs) do not influence recruitment decisions.  As outlined in section 7.3 of the guidelines - In addition, staff must not:   * + Send offensive or harassing material to others via social media.   + Send or post messages or material that could damage the University of Aberdeen’s image or reputation.   + Interact with The University of Aberdeen’s partners or competitors in any ways which could be interpreted as being offensive, disrespectful or rude.   + Post, upload, forward or link to spam, junk email or chain emails and messages. |
| c) How is the Policy, Procedure, or Function likely to promote good relations between people with different protected characteristics? |
| N/A |

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| **7. Publication** |
| a) Provide details of arrangements to publish assessment:  The rollout of the policy is still being finalised and is awaiting the policy’s approval at PNCC. However, below is a draft plan.   1. Policy to be uploaded to policy zone area of staffnet 2. Email to UMG 3. Session at External Relations Working Group 4. Session for School Admin Managers 5. Session for Social Media Practitioners 6. Feature in staff ezine 7. Update to the Directorate at weekly catch up 8. Develop a bookable course for any university staff member with an interest in social media. This would include a more general overview of social and what we do, and also introduce the policy and guidance. Course would run every 6 months. |

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| **8. Review Date:** 10.05.2023 |

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| Author (Name and Position): Megan McFarlane, Head of Engagement and Conversion |
| Authors signature: Megan McFarlane |

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| Equality, Diversity, and Inclusion Team member (name): Ceit Mackintosh |
| Equality, Diversity, and Inclusion Team member signature: Ceit Mackintosh |

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| **9. Date of submission to Equality, Diversity, and Inclusion Committee:** 23 May 2022 |
| **Approval** Yes No |