



## Tackle inequality so people have a fair chance

### INTEGRATED IMPACT ASSESSMENT TEMPLATE

<b>Title of proposal:</b> <b>Employee Social Media Policy</b>  <u>September 2024</u> The aim of the policy is to ensure all employees in the organisation are familiar with good practice when using social media for personal use and can use it safely and that their actions online in a personal capacity do not adversely impact the council or their employment.	Age	Race	Sex	Gender reassignment	Disability	Religion or Belief	Pregnancy and Maternity	Sexual Orientation	Marriage and Civil Partnership	Description of potential mitigation
<b>Equality impact: (✓ all that apply. The assessment should also consider impact on council employees and carers where applicable)</b>  Description of impact: <u>September 2024</u> Overall the policy will have a positive impact for employees with protected characteristics under the Equality Act 2010 as it enables employees to raise any concerns relating to inappropriate comments posted on social media and cyber-bullying.	✓	✓	✓	✓	✓	✓	✓	✓	✓	<u>September 2024</u> <b>Age:</b> By understanding more about our people, services and support can then be tailored to better meet the needs of the workforce, thereby creating a more inclusive organisation. Whilst it is acknowledged that the D.O.B for each employee is known, further work is needed to understand if our workforce requires learning and education on social media use to ensure understanding and expectation of professional behaviours and values.  We also understand that a proportion of our workforce have limited access to Council systems, most of which are within the age bracket of 51 – 65.



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										<p>Therefore, to mitigate the risk, guidance and support is detailed throughout the policy to assist employees understanding. It is vital that managers are alive to the pressures faced by particular age groups, and they regularly check in with team members in relation to their understanding of the policy, When arranging team meetings, managers can support their staff members by discussing the policy.</p> <p>Once approved for implementation, the policy will be supported by a communications plan to ensure all areas of the workforce are aware of the policy and its implications.</p>
<p><b>Health impact: (eg physical, mental health, wellbeing, substance misuse)</b></p>										<p><u>September 2024</u> Health Impact: There is a positive health impact on our employees, as the policy will support our workforce, and ensures that our practices, processes and procedures support our workforce ED&amp;I vision of making Gateshead Council a great place to work.</p>
<p><b>Socio Economic impact: (eg neighbourhood, ward, area of deprivation, household group, income, wealth)</b></p>										<p><u>September 2024</u> Socio Economic Impact: The policy has been developed to support the Thrive agenda and other corporate strategies e.g., Health &amp; Wellbeing Strategy, Workforce Strategy, and our Corporate Plan. The policy supports the workforce to understand values and behaviours when using social media.</p>



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<p><b>Environmental impact:</b> (does the proposal impact on climate change and the Council's commitment to be carbon neutral by 2030? Is the proposal in line with the Council's Environmental Policy? Does the proposal increase natural resource use? Does the proposal increase waste? Does the proposal increase pollution? Does the proposal impact on wildlife? Does the proposal increase car use? Does the proposal increase energy use?)</p>	
<p><b>Cumulative impact:</b> (consider impact based on successive budgetary decisions relating to the proposal or is the proposal part of wider budgetary considerations that may collectively have an impact on service users, and is potentially at odds with the Thrive agenda)</p>	
<p><b>Summary of consultation/data/research undertaken to inform the assessment:</b> (eg feedback and engagement with service users, trade unions, employees, partners, public, benchmarking, case studies)</p>	



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### **September 2025**

#### Purpose of IIA

The aim of this Integrated Impact Assessment (IIA) is to assess the likely (or actual) effects of change/decision making, in relation to the newly developed social media policy on people in respect of protected characteristics and beyond those set out in the Equality Act 2010. It also looks for opportunities to promote equality that may have been missed or could be better used, as well as learning or adverse impacts that can be removed or mitigated where possible. If any learning or adverse impacts amount to unlawful discrimination, they will be removed.

#### Background

##### Workforce ED&I Strategy

Vision and Delivery:

Gateshead Council are committed to ED&I it is fundamental to ensuring that our people, the community, service users and our future workforce know that we respect and embrace a culture which is supportive. Where everyone is treated equally and fairly, people are empowered to be the best version of themselves and truly respected.

The Vision is to be an employer who embraces, and welcomes diversity, who is truly inclusive and demonstrates equality for all. To go the extra mile so that our approach is representative of the communities and each other, setting us apart from others and encourage others to follow our lead, because it's not just the right thing to do, or because the law requires us to, it makes for better outcomes for the Council, the community, and our people. Our social media policy supports this.

##### Thrive

The Council's strategic approach, 'Thrive' has ambitions to make Gateshead a place where everyone thrives, including our people, many of which live in Gateshead. It drives our major policy decisions, aiming to redress the imbalance of inequality and championing fairness and social justice. The Council's ED&I corporate and workforce strategies underpins Thrive and seeks to address the ambitions of Thrive.

##### Equality Act 2010

The Equality Act 2010 legally protects from discrimination in the workplace and wider in society. It replaced previous anti-discrimination laws with a single Act, making the law easier to understand. Before the Act came into Force there were several pieces of legislation to cover discrimination including:

- Sex Discrimination Act 1975
- Race Relations 1976
- Disability Discrimination Act 1995

The Equality Act 2010 protects you from discrimination. It means that discrimination or unfair treatment on the basis of certain protected characteristics, of which currently there are 9.

1. Age
2. Race
3. Sex



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### INTEGRATED IMPACT ASSESSMENT TEMPLATE

4. Gender Reassignment
5. Disability
6. Religion or belief
7. Sexual orientation
8. Marriage or civil partnership
9. Pregnancy and Maternity

It is important to recognise that inclusion challenges go beyond the 9 protected characteristics outlined within the Equality Act 2010. Sometimes these cannot be seen or heard but can have a substantial impact. For example, caring responsibilities. With this in mind, it's important to consider all these elements in line with the social media policy.

#### Stakeholders:

The following were invited to review and feedback their comments.

- Senior Equality, Diversity, and Inclusion Senior Adviser
- Trade Unions
- IT
- Communications & Engagement Team
- Council's Data Protection Officer

This IIA will be reviewed and updated throughout the lifetime of the development and progression to ensure all potential impacts are considered alongside mitigating circumstances to reduced disproportionately.

**Signed: (completing officer) Caroline Judson**

**Date: 3 October 2024**

**Service Director: (approved) Michelle Brown**

**Date**