

Draft Social Media Protocol for Officers and Members

Report of the Chief Fire Officer

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1 Executive Summary

This report presents a draft Social Media Protocol for Officers and Members and asks the Fire Authority to provide comment on it before it is adopted as a Service policy.

2 Recommendations

The Fire Authority is asked to:

- a) Note the report; and
- b) Provide comment on any areas of the Social Media Protocol that it considers require amending; and
- c) Note that the Social Media Protocol will now go through the Brigade Order System to enable it to become Service policy

3 Background

It is recognised that many public organisations, including councils and other fire authorities, have a social media policy which sets out the expected behaviours for officers and members in respect of their use of social media.

As there was no current social media usage policy in place for Members the development of one was at the Governance Workshops that were held in February and March 2025.

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The outcome of the discussions at the Governance Workshops was that Members felt it was most appropriate for Members to be subject to the social media usage policy, that is in place for officers of the Service.

At the time that the Governance Workshops were held, the Communications Officer and the Assistant Chief Fire Officer (Service Support) were in the process of finalising a new social media protocol for the Service and it was, therefore, agreed that work would be undertaken to ensure that the new protocol also covers Members.

The final draft of the Social Media Protocol is attached at the Appendix to the report. Members are asked to provide comment on any areas of this draft that they consider require amendment. Officers will address any points raised and the draft Protocol will then go through the Service's Brigade Order process. Once this is completed, the Social Media Protocol will become Service policy.

5 Conclusions

The Fire Authority is asked to note the report; provide comment on any areas of the draft Social Media Protocol that it considers require amendment; and note that the Protocol will become Service policy once it has been through the Brigade Order process.

6 Financial Implications

There are no financial implications arising from this report.

7 Legal Comment

There are no legal implications arising from this report.

8 Equality Impact Assessment

There are no equality or diversity implications arising from this report. An e-EQIA is not, therefore, required.

9 Appendix

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10 Background Papers

There are no background papers associated with this report.