

People Impact Assessment (PIA)

Policy/activity or service area to be assessed:	Social media policy	Person completing assessment:	Heather Challinor
Reason for this assessment: (new policy / review etc)	New policy	Date of assessment:	20/06/2017

A PIA involves analysing the effect, or potential effect, of the way we do our business upon groups that share protected characteristics as defined in the Equality Act 2010. This requires us to look at the equality data which we capture or have access to and to consider the outcome of our community engagement. We need to assess whether our policies and practices show ‘due regard’ for the three aims (see below) of the Public Sector Equality Duty (PSED). The analysis should highlight effects that *increase* equality, *decrease* equality or have *no impact* upon equality across the protected characteristics. Its purpose is not just to paint a picture, but to *identify practical steps* to improve our performance by:

- (a) Eliminating any unlawful discrimination,**
- (b) Advancing equality of opportunity and**
- (c) Fostering good relations between different groups.**

1. Briefly describe the purpose, aims and objectives of the policy/activity: ¹	To provide guidelines about using information in professional and personal capacity.
2. Who is the policy/activity aimed at: (communities, staff, partners etc)	All staff and members.
3. Who is responsible for the policy/activity: (Directorate/Department/individual)	Marketing and Communications

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Equality Statement

Clearly explain and provide supporting evidence to show how the policy/activity satisfies the three aims of the Public Sector Equality Duty (PSED) and **DOES NOT** cause or have the potential to cause a **NEGATIVE** (detrimental) effect:

Eliminating any unlawful discrimination

It could be argued that social media maintains discrimination by its very nature because it automatically excludes those that do not have access to it. As a Service we are aware of this and look to reduce the impact of this by ensuring social media is just one of many communication channels we use.

Advancing equality of opportunity

The provision of social media training to staff will advance the equality of opportunity.

Social media provides another channel for us to communicate our messages to our communities with the Ofcom Communications Market Report 2015 stating that more than seven in ten adult internet users (72%) have a social media profile. This is particularly important for young adults, the same report states that for those aged 16-24 this rises to 93%. For this same age group half are reported to check their phones within five minutes of waking and two-fifths check it less than five minutes before going to sleep, so it is a key source of information for them. So by using social media we are increasing the number of ways for people to access our information (and that of our partners), which as stated is particularly important for young adults.

Social media was successfully used during our wholetime recruitment campaign to promote our desire for a diverse workforce.

Fostering good relations between different groups

Social media by its very name is a form of socialising, with users communicating with each other and sharing information. Social media creates online communities and also allows us to engage with the community, whether that by responding to questions they have or by them showing their support to information we post on our social media sites. It also allows us to share information from partner organisations which shows the relationships we as an organisation and the individuals within it have with different groups and partners. The beauty of social media is that it allows us to monitor our engagement levels, providing important data that we can measure, in order to improve.

Despite the positives we have to be aware that social media has also been known to divide communities and is also a tool that is used for bullying and harassment. It is important that we reduce the impact of this by ensuring we have a robust policy in place for our staff and by also ensuring we use social media in a positive way to the benefit of our communities.

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Where the policy/activity **DOES** or has the **POTENTIAL TO** have a **NEGATIVE** (detrimental) effect indicate which of the Protected Characteristics **MUST** be considered:

Describe the NEGATIVE (detrimental) effect and provide supporting evidence for your rationale *	
Age	<p>Children are prevented from signing up to the majority of social media sites until they are aged 13, although information is available to view on some sites without being signed up.</p> <p>Internet usage (which is obviously required for access to social media) is increasing amongst older generations however it still remains lower than that of the younger age groups. The latest Office of National Statistics (ONS) report on <i>Internet Users in the UK: 2017</i> states that in 2011, of adults aged 75 and over, 20% were recent internet users. However, recent internet use in the 65 to 74 age group has increased from 52% in 2011 to 78% in 2017, closing the gap on younger age groups.</p> <p>Contrary to some popular beliefs social media sites are used by all adult generations, however it is worth noting that usage does decrease with age. A report by ONS <i>The Internet access – households and individuals: 2016</i> stated the following: Social networking is widespread in all age groups, up to and including those aged 55 to 64, where 51% of adults reported use. Of those aged 65 and over, 23% used social networks.</p> <p>Different platforms attract different age groups, as indicated in a report by the ONS and the Department of Culture, Media & Sport <i>2016 Social Media in the UK</i> stated Instagram had the youngest users whilst Linked In had the oldest users.</p>
Disability	<p>A report by the Office of National Statistics (ONS) and the Department of Culture, Media & Sport <i>2016 Social Media in the UK</i> stated that “people with limiting illness or a disability are less likely to use social media.” This statement is supported by the latest ONS report on <i>Internet Users in the UK: 2017</i> which states that 22% of disabled adults had never used the internet.</p>
Gender reassignment	
Marriage or civil partnership	

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Pregnancy or maternity	
Religion or belief	Social media can unite but can also divide, the recent terrorist incidents are examples of this – it united people who put “I Love MCR” on their profile pictures but there was also evidence of hatred towards the Muslim community.
Race	<p>A BBC news report from 2012 stated that “internet users of the same race have recently begun clustering on certain social media websites.” Pew Research Center <i>Social Media Update 2014</i> is an American report which studied Latinos, blacks and whites and found they use social media networks equally, but there are some differences in their preferences for specific social media sites. For example, Instagram is more popular among Latinos.</p> <p>In terms of UK access to social media there is no evidence we can currently find breaking this down by race however there is data available on Reuters Institute Digital News Report 2016 regarding internet access and percentage of individuals owning a mobile phone, broken down by country. We can match this information to the country of origin for immigrants that have settled in our county and from that make some broad assumptions. Internet access at home is significantly lower across all of the countries in comparison to the UK, however mobile phone ownership, although not as high as the UK, is still very high with over 80% of citizens in the relevant countries owning a mobile, the only exception being those living in Hong Kong. Importantly mobile phones are now the most popular device through which to access the internet.</p>
Sex	<p>Social media platforms attract different sexes as the below gender splits of our profiles show:</p> <p>Twitter: 61% men and 39% women Facebook: 41% men and 58% women</p>
Sexual orientation	
Socio-economic disadvantage ²	Access to social media requires internet access via some form of device, so obviously there is a cost attached to this. Statistics from the ONS report <i>Internet access – households and individuals: 2016</i> stated that 89% of households in Great Britain had an internet connection and 71% of adults were accessing the

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internet via their mobile phone. The Deloitte *Global Mobile Consumer Survey 2016: UK Cut* states that 81% of UK adults own a smartphone which allows them internet access.

* **NOTE:** Where any **NEGATIVE** (detrimental) effects are likely to occur:

- (a) For the policy/activity to continue corrective actions/amendments **MUST** be taken to prevent/minimise unlawful discrimination
- (b) An action plan **MUST** be completed (next section)
- (c) Where a negative (detrimental) effect can not be avoided, continuation of the policy/activity (with or without amendment) **MUST** be justified

Action plan

This action plan **MUST** accompany the policy/activity and be used continually to assess any negative (detrimental) effects resulting from the delivery of or amendments to the policy/activity based on customer feedback and evaluation.

Negative/detrimental effect	Action needed to prevent/minimise it	By who	By when	Complete (tick)
Not all age groups are allowed or choose to have access social media sites	To ensure we use a mix of digital and traditional channels to communicate our messages. Where a particular audience group is being targeted, ensure the communications channels we choose is tailored to their preferred method of communications. This information is available from various statistics, such as those already referred to but also through use of the data within mosaic.	Marketing and Communications	Ongoing	/
Disabled people are less likely to use social media	As above	Marketing and Communications	Ongoing	/
Social media access is	As above	Marketing and	Ongoing	/

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restricted to those with internet access.		Communications		
There are different preferences for social media platforms depending on age, race and sex.	To use a range of social media platforms rather than just one.	Marketing and Communications	Ongoing	/
Social media uniting and dividing	<p>A robust social media policy that requires information to be published in line with what is acceptable within the Cultural framework.</p> <p>Removing content on our profiles that is posted by members of the public, that is likely to cause offence – the implementation of a social media monitoring system should assist with this.</p> <p>Engagement with the local community via social media - promoting information and events that help to unite and not divide.</p>	All those responsible for a Service social media account	<p>Once policy is issued.</p> <p>Will be covered in social media training.</p>	

All Completed PIA's should be submitted to E&D team for approval.

Signed: _____ (E&D)

Name: Heather Challinor

Date: 20/06/17

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