

People Impact Assessment (PIA)

Policy/activity or service area to be assessed:	Workplace and Social Media Communications Policy	Person completing assessment:	
Reason for this assessment: (new policy / review etc)	Introduction of a new policy	Date of assessment:	12/04/21

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 inform staff about expectations with regards to social media in both a personal and professional capacity.
2. Who is the policy/activity aimed at: (communities, staff, partners etc)	Staff
3. Who is responsible for the policy/activity: (Directorate/Department/individual)	Corporate Communications and HR

1. For ‘policy’: any new and existing policy, strategy, services, functions, work programme, project, practice and activity. This includes decisions about budgets, procurement, commissioning or de-commissioning services, service design and implementation.
2. Socio economic is not a Protected Characteristic under the Equality Act 2010. We will however demonstrate due regard to it because as a risk factor poverty has a significant contributor to inequality indicators. Also when present alongside a PCs or multiple PCs the risk increases exponentially

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 – the policy ensures that staff are clear of the expectations placed on them. Social media provides an additional platform on which to communicate with our communities.

Advancing equality of opportunity – Through social media we can educate people on fire safety, promote our Safe and Sound educational programme and post job opportunities. In order to do this we provide social media training to staff which advances the equality of opportunity.

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. From an external perspective 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. From an internal perspective many teams create their own groups within platforms such as Whats App allowing them to instantly message the whole team.

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.

1. For 'policy': any new and existing policy, strategy, services, functions, work programme, project, practice and activity. This includes decisions about budgets, procurement, commissioning or de-commissioning services, service design and implementation.
2. Socio economic is not a Protected Characteristic under the Equality Act 2010. We will however demonstrate due regard to it because as a risk factor poverty has a significant contributor to inequality indicators. Also when present alongside a PCs or multiple PCs the risk increases exponentially

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	Children are prevented from signing up to the majority of social media sites until they are aged 13. As of June 21 the 65+ age groups represented the smallest proportion of followers across all of our main social media platforms. 73% of people aged 65+ use the internet at home vs 99% of 16-24 year olds. Source - Adults' Media Use and Attitudes Ofcom Report 2022
Disability	People with a learning disability are less likely than non disabled people to personally use landline, computer Source - Disabled users access to and use of communication devices and services and smartphones. Ofcom Report 2019
Gender reassignment	None
Marriage or civil partnership	None
Pregnancy or maternity	None
Religion or belief	None
Race	None
Sex	None
Sexual orientation	None
Socio-economic disadvantage 2	As in March 2021, 6% of UK households did not have access to the internet at home in December 2021.

1. For 'policy': any new and existing policy, strategy, services, functions, work programme, project, practice and activity. This includes decisions about budgets, procurement, commissioning or de-commissioning services, service design and implementation.
2. Socio economic is not a Protected Characteristic under the Equality Act 2010. We will however demonstrate due regard to it because as a risk factor poverty has a significant contributor to inequality indicators. Also when present alongside a PCs or multiple PCs the risk increases exponentially

--	--

* **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. We know our audience breakdowns for our social channels and also use Ofcom reports to support this. From an internal perspective groups such as Whats App team chats are set up independent to Corporate Communications but we do expect teams to have face to face discussions within their work environment.	Corporate Communications	Ongoing	/
People with some disability including sensory and leaning may be less likely to access social media	The Service needs to be conscious about the messaging it is corporately delivering to take account of the varying degrees and types of disability. This is a corporate reasonability as well as an Equality Duty. Targeting to vulnerabilities	Corporate Communications Support from EDI		/

1. For 'policy': any new and existing policy, strategy, services, functions, work programme, project, practice and activity. This includes decisions about budgets, procurement, commissioning or de-commissioning services, service design and implementation.
2. Socio economic is not a Protected Characteristic under the Equality Act 2010. We will however demonstrate due regard to it because as a risk factor poverty has a significant contributor to inequality indicators. Also when present alongside a PCs or multiple PCs the risk increases exponentially

	inclusive of disability needs to be tailored with expertise input and consultation			
Internet access Discriminations against any of the E&D characteristics, whether that be members of the public on our channels, or staff on their own channels.	The policy is clear that information posted on social media needs to be in line with our Code of Ethics. Staff are clear of the consequences should this be abused in either a personal or professional setting. Our social media accounts are monitored with inappropriate content removed and filters already in place.	Corporate Communications, Managers and HR Support from EDI	Ongoing	/ /

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

Signed: _____ **(E&D)**

Name: _____

Date: _____

1. For 'policy': any new and existing policy, strategy, services, functions, work programme, project, practice and activity. This includes decisions about budgets, procurement, commissioning or de-commissioning services, service design and implementation.
2. Socio economic is not a Protected Characteristic under the Equality Act 2010. We will however demonstrate due regard to it because as a risk factor poverty has a significant contributor to inequality indicators. Also when present alongside a PCs or multiple PCs the risk increases exponentially