

# Diversity impact assessment

<b>TITLE</b> <i>Name/description of the issue being assessed</i>	<b>Internet, E-Mail and Social Media Policy and Guidelines</b>
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<b>DATE</b> <i>Date the DIA is completed</i>	<b>28 January 2015</b>
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<b>LEAD OFFICER</b> <i>Name of person responsible for carrying out the DIA.</i>	<b>Carrie Mckenzie Head of HR and Organisational Change</b>
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- 1 Summary description of the proposed change**
- *What is the change to policy/service/new project that is being proposed?*
  - *How does it compare with the current situation?*

**The Internet, E-Mail and Social Media Policy and Guidelines document has been revised to keep pace with the increasing number of, use and exposure to electronic media sources. Including high-profile reported cases where employees have been dismissed.**

**It is designed to provide clear guidance to the employee on their responsibilities when using the Internet, E-Mail and Social Media and the potential consequences of being in breach.**

- Summary of evidence used to support this assessment**
- *Eg: Feedback from consultation, performance information, service user records etc.*
  - *Eg: Comparison of service user profile with Medway Community Profile*

**The draft document was circulated to the ICT Department and their feedback has been incorporated.**

**Consultation was invited from the Trade Unions and Staff Forum's between the period 22 September 2014 to 31 October 2014, and following a request from UNISON, the council agreed to defer presentation to EMC at the November 2014 meeting to allow for more detailed engagement. The attached report reflects the outcome of that engagement.**

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### 3 What is the likely impact of the proposed change?

Is it likely to :

- Adversely impact on one or more of the protected characteristic groups?
- Advance equality of opportunity for one or more of the protected characteristic groups?
- Foster good relations between people who share a protected characteristic and those who don't?

(insert ✓ in one or more boxes)

Protected characteristic groups	Adverse impact	Advance equality	Foster good relations
Age			X
Disability			X
Gender reassignment			X
Marriage/civil partnership			X
Pregnancy/maternity			X
Race			X
Religion/belief			X
Sex			X
Sexual orientation			X
Other (eg low income groups)			X

### 4 Summary of the likely impacts

- Who will be affected?
- How will they be affected?

The policy covers all Medway employees and any third party working for or on behalf of the Council.

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**5 What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?**

- *Are there alternative providers?*
- *What alternative ways can the Council provide the service?*
- *Can demand for services be managed differently?*

**Not applicable**

**6 Action plan**

- *Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence*

Action	Lead	Deadline or review date
Not applicable		

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## 7 Recommendation

*The recommendation by the lead officer should be stated below.*

*This may be:*

- *to proceed with the change implementing action plan if appropriate*
- *consider alternatives*
- *gather further evidence*

*If the recommendation is to proceed with the change and there are no actions that can be taken to mitigate likely adverse impact, it is important to state why.*

**Not applicable**

## 8 Authorisation

*The authorising officer is consenting that:*

- *the recommendation can be implemented*
- *sufficient evidence has been obtained and appropriate mitigation is planned*
- *the Action Plan will be incorporated into service plan and monitored*

**Assistant  
Director**

**Date**

Contact your Performance and Intelligence hub for advice on completing this assessment

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Send completed assessment to the Corporate Performance & Intelligence Hub (CPI) for web publication