

TRAFFORD COUNCIL

Report to: Standards Committee
Date: 17th October 2018
Report for: Decision
Report of: Corporate Director for Governance and Community Strategy/Monitoring Officer

Report Title

Social Media Pledge

Summary

Trafford Council is taking a stand against online bullying and is seeking to encourage all members to sign up to a pledge against online bullying to lead the way in setting standards for acceptable behaviour online

Recommendation(s)

That the Committee supports the proposed stand against online bullying and recommends to Council that all members are encouraged to sign up to the Social media Pledge

Contact person for access to background papers and further information:

Name: Jane Le Fevre
Extension: 4215

Background Papers:

None

Implications

Relationship to Policy Framework/Corporate Priorities	Stronger communities/Acting with integrity
Financial	None
Legal Implications:	None
Equality/Diversity Implications	The Pledge will reinforce Members and the Council's stance against on line bullying and a policy of respect for others
Sustainability Implications	None
Staffing/E-Government/Asset Management Implications	None
Risk Management Implications	None
Health and Safety Implications	None

1. As a Council we consider that it is important that we demonstrate that we are committed to taking a stand against online bullying as part of a programme to protect our residents and staff while online.
2. We think it is important to set an example whilst asking individuals to behave responsibly online. This means treating others with respect, kindness and appreciating others' views and opinions.
3. It is proposed that members are asked to support a pledge against online bullying as attached. This will link to a wider commitment from the Council to take action against online bullying and to demonstrate that we will not tolerate aggressive or abusive comments on our social media channels.
4. We are proposing to create a social media charter for all of our followers to adhere to and we will take action whenever we witness hateful or abusive comments. We will be calling on social media channels to take action and stop the 'keyboard warriors'.
5. We will also be asking individuals to behave responsibly online, this means treating others with respect, kindness and in a way that appreciates others' views and opinions.
6. To take the lead in this initiative we are proposing that the Social Media Pledge as attached is recommended to Council and that all members are encouraged to sign up to the same.