

Newry, Mourne and Down District Council Policy Screening Form

Policy Information

Name of the policy	Corporate Social Media Policy
Is this an existing, revised or new policy?	Revised
What is it trying to achieve (aims/outcomes)	<p>The aim of this policy is to ensure a consistent approach to dealing with all social media communications activity. Its aims are to ensure:</p> <ul style="list-style-type: none"> • Effective engagement with the public and successful promotion of the Council and its services through the use of social media. • A consistent and corporate approach is adopted and maintained in the use of social media. • Council employees are aware of, fully comply with and operate within existing policies, guidelines and relevant legislation. • The Council's reputation is enhanced and not damaged or adversely affected.
Are there any Section 75 categories which might be expected to benefit from the intended policy? If so, explain how.	All section 75 categories are expected to benefit from the policy.
Who initiated or wrote the policy?	Regina Mackin, Assistant Director Corporate Planning & Policy
Who owns and who implements the policy?	Dorinnia Carville, Director Corporate Services

Implementation factors

	Yes	No
Are there any factors which could contribute to/detract from the intended aim/outcome of the policy/decision?		
If yes, are they Financial		
If yes, are they Legislative	√	
If yes, and they are Other please specify:		

Main stakeholders affected

Who are the internal and external stakeholders (actual or potential) that the policy will impact upon?

	Yes	No
Staff	√	

Service users	√	
Other public sector organisations		
Voluntary/community/trade unions		
Other, please specify:		

Other policies with a bearing on this policy

<p>What are they? Who owns them?</p>	<p>The following, which is not an exhaustive list, are the principal related policies.</p> <ul style="list-style-type: none"> • Newry, Mourne and Down District Council Corporate Plan • Internet Acceptable Use Policy and all other IT and staff policies • Disciplinary Policies • NI Local Government Code of Conduct for Councillors • Code of Conduct for Local Government Employees • Local Government Employee and Councillors Working Relationship Protocol • Member/ Employee Working Protocol • Safeguarding Policy • Domestic Abuse Policy • Bilingualism Policy • Newry, Mourne and Down District Council's Equality Scheme • Access to Information Policy and Procedure • Records Management Policy and Procedure • Retention and Disposal Schedule <p>This following is not an exhaustive list of the related legislative provisions and measures requiring regulatory and legal compliance. Elected Members and employees should be aware of legal issues, particularly libel and defamation, when using social media</p> <ul style="list-style-type: none"> • General Data Protection Regulation 2018 • The Data Protection Act (2018) • Freedom of Information Act 2000 • Environmental Information Regulations (2004) • Human Rights Act 1998 • The Race Relations (Northern Ireland) Order 1997 • The Sex Discrimination (Northern Ireland) Order 1976 • The Disability Discrimination Act (1995) • The Human Rights Act (1998) • Northern Ireland Act 1998 (Section 75) • Consumer Protection from Unfair Trading Regulation (2008) • Advertising Standards Authority (ASA) – UK Code of Non-broadcast Advertising (CAP Code) and UK Code of Broadcast Advertising (BCAP Code) • Intellectual Property (IP) laws protecting patents, copyrights, trademarks and designs • Defamation Act 1996
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	<ul style="list-style-type: none"> • Invasion of Privacy • Safeguarding Board (NI) Act 2011 • Disclosure/Confidentiality
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Available evidence

What evidence/information (both qualitative and quantitative) have you gathered to inform this policy? Specify details for relevant Section 75 categories.

Section 75 Category	Details of needs/experiences/priorities																							
Religious belief	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">LGD</th> <th style="width: 15%;">All usual residents</th> <th style="width: 15%;">Catholic</th> <th style="width: 15%;">Protestant and other Christian</th> <th style="width: 15%;">Other religions</th> <th style="width: 15%;">None</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>1,810,863</td> <td>817,385 (45.14%)</td> <td>875,717 (48.36%)</td> <td>16,592 (0.92%)</td> <td>101,169 (5.59%)</td> </tr> <tr> <td>Newry, Mourne & Down</td> <td>169,211</td> <td>122,544 (72.42%)</td> <td>40,273 (23.8%)</td> <td>861 (0.5%)</td> <td>5533 (3.3%)</td> </tr> </tbody> </table> <p>(Source: Census Data 2011 - Religion or Religion Brought Up In: KS212NI).</p>						LGD	All usual residents	Catholic	Protestant and other Christian	Other religions	None	Northern Ireland	1,810,863	817,385 (45.14%)	875,717 (48.36%)	16,592 (0.92%)	101,169 (5.59%)	Newry, Mourne & Down	169,211	122,544 (72.42%)	40,273 (23.8%)	861 (0.5%)	5533 (3.3%)
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Political opinion	<p>Elected political party representation is an approximate barometer of political opinion of people within the Council area.</p> <p>The party breakdown of the Council's elected members is as follows:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Sinn Féin</td> <td style="text-align: right;">16 seats</td> </tr> <tr> <td>SDLP</td> <td style="text-align: right;">11 seats</td> </tr> <tr> <td>Democratic Unionist</td> <td style="text-align: right;">3 seats</td> </tr> <tr> <td>Independents</td> <td style="text-align: right;">5 seats</td> </tr> <tr> <td>Ulster Unionist</td> <td style="text-align: right;">4 seats</td> </tr> <tr> <td>Alliance</td> <td style="text-align: right;">2 seat</td> </tr> </table>						Sinn Féin	16 seats	SDLP	11 seats	Democratic Unionist	3 seats	Independents	5 seats	Ulster Unionist	4 seats	Alliance	2 seat						
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Racial group	<p>According to the 2011 Census, 1.8% (32,400) of the usually resident population of Northern Ireland belongs to minority ethnic groups; this is more than double the proportion in 2001 (0.8%).</p> <p>The minority ethnic language profile within the area serves as a possible indicator of the BME community profile.</p> <p>The composition of language groups in the Newry, Mourne and Down District Council area is noted by NISRA (2011) as follows:</p> <p>Minority Ethnic Language Profile of the Newry, Mourne and Down LGD Area</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Main language of residents in Newry, Mourne and Down</th> <th style="width: 25%;">Number</th> <th style="width: 25%;">Percentage %</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>						Main language of residents in Newry, Mourne and Down	Number	Percentage %															
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	District LGD		
	English	156794	97.15
	Polish	2100	1.18
	Lithuanian	836	0.47
	Irish	367	0.24
	Portuguese	86	0.05
	Slovak	134	0.08
	Chinese	121	0.07
	Tagalog/Filipino	55	0.03
	Latvian	208	0.25
	Russian	109	0.06
	Malayalam	87	0.05
	Hungarian	74	0.04
	Other	755	0.46
Age	The age profile of the Newry, Mourne and Down LGD area at Census Day 2011 is as follows:		
	Age Profile	NI	Newry, Mourne & Down
	0-4	124382	12721
	5-7	67662	6876
	8-9	43625	4595
	10-14	119034	12287
	15	24620	2599
	16-17	51440	5260
	18-19	50181	4570
	20-24	126013	11570
	25-29	124099	11805
	30-34	373947	35122
	45-59	347850	32556
	60-64	94290	8624
	65-74	145600	12817
	75-84	86724	7453
	85-89	21165	1849
	90+	10231	829
Marital status	The table below illustrates the marital status profile of the Newry, Mourne and Down area:		
	Marital Status	Newry, Mourne and Down LGD	NI
	All usual residents: Aged 16+ years	132455	1431540
	Single (never married or never registered a same-sex civil	47722	517393 (35.14%)

	partnership) Aged 16+ years					
	Married: Aged 16+ years	65255	680831 (47.56%)			
	In a registered same-sex civil partnership: Aged 16+ years	102	1243 (0.09%)			
	Separated (but still legally married or still legally in a same-sex civil partnership): Aged 16+ years	4697	56911 (3.98%)			
	Divorced or formerly in a same-sex civil partnership which is now legally dissolved	6271	78074 (5.45%)			
	Widowed or surviving partner from a same-sex civil partnership: Aged 16+ years	8408	97088 (6.78%)			
Sexual orientation	<p>Analysis of the Census 2011 indicates that between 2% and 10% of the population may be lesbian, gay or bisexual.</p> <p>There are no official statistics in relation to the number of gay, lesbian or bisexual people in Northern Ireland. However, research conducted by the HM Treasury shows that between 5% - 7% of the UK population identify themselves as gay, lesbian, bisexual or 'trans' (transsexual, transgendered and transvestite) (LGBT). This is a sizeable proportion of the population here in Northern Ireland.</p>					
Men and women generally	<p>The gender profile for the Newry, Mourne and Down LGD is as follows:</p> <table border="1" data-bbox="411 2002 1267 2033"> <tr> <td>LGD</td> <td>Male</td> <td>Female</td> </tr> </table>			LGD	Male	Female
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Disability	<p>According to the 2011 Census 19.62% of people in the Newry, Mourne and Down District Council area have a long-term health problem or disability that limits their day-to-day activities;</p> <table border="1"> <thead> <tr> <th>LGD</th> <th>All usual residents</th> <th>Long-term health problem or disability: Day-to-day activities limited a lot</th> <th>Long-term health problem or disability: Day-to-day activities limited a little</th> <th>Long-term health problem or disability: Day-to-day activities not limited</th> </tr> </thead> <tbody> <tr> <td>Northern Ireland</td> <td>1810863</td> <td>215232 (11.89%)</td> <td>159414 (8.8%)</td> <td>1436217 (79.31%)</td> </tr> <tr> <td>Newry, Mourne and Down</td> <td>171533</td> <td>19579 (11.4%)</td> <td>14102 (8.22%)</td> <td>135530 (79.01%)</td> </tr> </tbody> </table> <p>In Northern Ireland the profile of people with a disability is cited as follows:</p> <ul style="list-style-type: none"> • More than 1 in 5 or 21% of the population in Northern Ireland has a disability The incidence of disability is higher in Northern Ireland than any other part of the UK • 1 in 7 people in Northern Ireland have some form of hearing loss • 5,000 sign language users who use British Sign Language (BSL) and/or Irish Sign Language (ISL) • In Northern Ireland there are 57,000 blind people or people with significant visual impairment • 52,000 people with learning disabilities <p>(Source: Disability Action)</p>	LGD	All usual residents	Long-term health problem or disability: Day-to-day activities limited a lot	Long-term health problem or disability: Day-to-day activities limited a little	Long-term health problem or disability: Day-to-day activities not limited	Northern Ireland	1810863	215232 (11.89%)	159414 (8.8%)	1436217 (79.31%)	Newry, Mourne and Down	171533	19579 (11.4%)	14102 (8.22%)	135530 (79.01%)
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Dependants	<p>Persons with dependents may be people who have personal responsibility for the care of a child (or children), a person with a disability, and / or a dependent older person.</p> <p>There are 61,998 households in Newry, Mourne and Down, 37.5% of which have dependents. With regard to these figures, dependents are defined as those aged 0-15 years or those aged 16-18 years who are in full-time education and living with their parents or grandparents. Similar to the regional trend, the proportion of households with dependents in the District has declined from 50% in 1981 to 37.5% in 2011.</p> <p>There are 5,466 lone parent households with dependent children in Newry, Mourne and Down which equates to almost 9% of number of total households in the District and is the fourth highest in Northern Ireland, after Belfast (17,036), Derry and Strabane (6,337) and Armagh, Banbridge and Craigavon (6,337). Half of the parents in lone parent household in Newry, Mourne and Down are unemployed, almost a quarter are in full time employment and over a quarter are in part time employment. 89% of the parents in lone parent households are female compared to 11% who are</p>															

	male. In 2012, the teenage conception rate was 1.02 per 1,000 mothers, which is the third lowest in N.Ireland before Lisburn and Castlereagh and Fermanagh and Omagh.
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Needs, experiences and priorities

Taking into account the information referred to above, what are the different needs, experiences and priorities of each of the following categories, in relation to the particular policy/decision? Specify details for each of the Section 75 categories

Section 75 Category	Details of needs/experiences/priorities
Religious belief	No specific needs, experiences or priorities have been identified with regard to people of different religious belief.
Political opinion	No specific needs, experiences or priorities have been identified with regard to people of different political opinion.
Racial group	For 2.85% of residents English is not their main language which may impact upon fully accessing information through social media.
Age	No specific needs, experiences or priorities have been identified with regard to people of different ages.
Marital status	No specific needs, experiences or priorities have been identified with regard to people of different marital status.
Sexual orientation	No specific needs, experiences or priorities have been identified with regard to people of different sexual orientation.
Men and women generally	No specific needs, experiences or priorities have been identified with regard to men and women generally.
Disability	Accessing information through social media may present difficulty for some people with disability.
Dependants	No specific needs, experiences or priorities have been identified with regard to people with dependants.

Screening Questions

1. What is the likely impact on equality of opportunity for those affected by this policy, for each of the Section 75 grounds?

Section 75 category	Details of policy impact	Level of impact? Major/minor/none
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Religious belief	It is not anticipated there will be an impact on equality of opportunity for this category.	None
Political opinion	It is not anticipated there will be an impact on equality of opportunity for this category.	None
Racial group	<p>As previously noted, for 2.85% of residents English is not their main language which may impact upon access to information through use of social media.</p> <p>While the main language of 97.15% of residents of Newry, Mourne and Down District Council is English, the Corporate Social Media Policy sets out implementation of the policy will be balanced with our duties to our citizens, service users and partners, our legal responsibilities.</p> <p>In addition, the Council's commitment to social media relations and its use to promote Newry, Mourne and Down District Council and its services is not the only means by which Council disseminates information.</p>	Minor
Age	Increased provision of play facilities for young people & children, including those with a disability or people with dependants	Major positive impact
Marital status	It is not anticipated there will be an impact on equality of opportunity for this category.	None
Sexual orientation	It is not anticipated there will be an impact on equality of opportunity for this category.	None
Men and women generally	It is not anticipated there will be an impact on equality of opportunity for this category.	None
Disability	While Council acknowledges accessing information through social media may present difficulty for some people with disability, it is not the only means by which Council disseminates information.	Minor
Dependants	It is not anticipated there will be an impact on equality of opportunity for this category.	None

2. Are there opportunities to better promote equality of opportunity for people within the Section 75 equality categories?

Section 75 category	If Yes, provide details	If No, provide details
Religious belief		No
Political opinion		No
Racial group		No
Age		No
Marital status		No
Sexual orientation		No
Men and women generally		No
Disability		No
Dependants		No

3. To what extent is the policy likely to impact on good relations between people of different religious belief, political opinion or racial group?

Good relations category	Details of policy impact	Level of impact? Major/minor/none
Religious belief		None
Political opinion		None
Racial group	<p>As previously noted, for 2.85% of residents English is not their main language which may impact upon access to information through use of social media.</p> <p>While the main language of 97.15% of residents of Newry, Mourne and Down District Council is English, the Corporate Social Media Policy sets out implementation of the policy will be balanced with our duties to our citizens, service users and partners, our legal responsibilities.</p> <p>In addition, the Council's commitment to social media relations and its use to promote Newry, Mourne and Down District Council and its services is not the only means by which Council disseminates information.</p>	Minor

4. Are there opportunities to better promote good relations between people of different religious belief, political opinion or racial group?

Good relations category	If Yes, provide details	If No, provide details
Religious belief		No
Political opinion		

		No
Racial group		<p>No</p> <p>As previously stated, the Corporate Social Media Policy sets out implementation of the policy will be balanced with our duties to our citizens, service users and partners, our legal responsibilities.</p> <p>In addition, the Council's commitment to social media relations and its use to promote Newry, Mourne and Down District Council and its services is not the only means by which Council disseminates information.</p>

Additional considerations

Multiple identity

Generally speaking, people can fall into more than one Section 75 category. Taking this into consideration, are there any potential impacts of the policy/decision on people with multiple identities? (For example; disabled minority ethnic people; disabled women; young Protestant men; and young lesbians, gay and bisexual people).

N/A

Provide details of data on the impact of the policy on people with multiple identities. Specify relevant Section 75 categories concerned.

Screening Decision

In light of your answers to the previous questions, do you feel that the policy should (please underline one):

1. **Not be subject to an EQIA (with no mitigating measures required)**
2. Not be subject to an EQIA (with mitigating measures /alternative policies)
3. Not be subject to an EQIA at this time
4. Be subject to an EQIA

If 1. or 2. (i.e. not be subject to an EQIA), please provide details of the reasons why:

The outcome of the decision is that the Corporate Social Media Policy not be subject to an equality impact assessment (with no mitigating measures required).

If 2. (i.e. not be subject to an EQIA), in what ways can identified adverse impacts attaching to the policy be mitigated or an alternative policy be introduced?

In light of these revisions, is there a need to re-screen the revised/alternative policy? Yes / No. If No, please explain why

If 3. or 4. (i.e. to conduct an EQIA), please provide details of the reasons:

Timetabling and prioritising EQIA

If 3. or 4, is the policy affected by timetables established by other relevant public authorities? NO

If YES, please provide details:

Please answer the following questions to determine priority for timetabling the EQIA. On a scale of 1-3, with 1 being the lowest priority and 3 being the highest, assess the policy in terms of its priority for EQIA.

Priority criterion	Rating (1-3)
Effect on equality of opportunity and good relations	
Social need	
Effect on people's daily lives	
Relevance to a public authority's functions	

Note: The Total Rating Score should be used to prioritise the policy in rank order with other policies screened in for EQIA. This list of priorities will assist you in timetabling the EQIA. Details of your EQIA timetable should be included in the quarterly Section 75 report.

Proposed date for commencing EQIA: _____

Monitoring

Effective monitoring will help identify any future adverse impacts arising from the policy which may lead you to conduct an EQIA, as well as help with future planning and policy development.

Please detail proposed monitoring arrangements below:

The Social Media Policy will be reviewed every 4 years or sooner as required due to legislative/operational requirements.

Implementation of the policy will be through the associated procedures.

Approval and Authorisation

Screened by:	Position/Job Title	Date
Colin Moffett	Head of Corporate Policy	3 November 2020
Approved by:		
Regina Mackin	Assistant Director Corporate Planning & Policy	

Note: The completed policy screening template, signed off by the appropriate policy lead within the Council, and approved by the senior manager responsible for the policy, should be forwarded to the Head of Corporate Policy who will arrange for it to be included in the Council's Quarterly Report on Screening and made available on the Council's website.