



Equality Impact Assessment Summary

Summary

Name of Product Social Media Policy

Brief Description of Product Provide guidance to Police Officers and Police staff in relation to their use of and expected standards in respect of Social Media and associated technology. This policy guides officers and staff in respect of the force position on usage.

Product / Product Summary Attached Yes / No

Department Directorate of Standards & Ethics

Assessment Writer [Redacted]

Date Started 18th May 2021

Head of Dept Sign Off [Redacted] - 29/09/2022

EDI Manager Sign Off [Redacted] - 16/07/2022

Review Date Same as policy.

Version Control

This is a living document and should be updated as we update our products and receive new insights and data on how our people or communities engage with our product.

Version	Date	Reason for update	Author
1.1	Feb 2021	New EIA	[Redacted]
1.2	May 2022	Updated to new EIA template and refreshed following pause of policy implementation.	[Redacted]

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Please ensure you consult the Equality Impact Assessment Guidance while completing this document

Stage One – Early Thinking

Use this space to confirm if you are developing a proposal that will impact upon policies and practices that are likely to impact upon our communities or workforce. Consider If you aren't sure how your product may impact people due to their protected characteristics please use our [Equality Consideration Checklist](#).

Is an EIA required at this time? Yes

If no, what is your rationale? N/A

Stage Two – Identify Scope

Please consult the [Equality Impact Assessment Guidance](#) for suggestions as to consider how you might evidence both positive and negative impact. Where possible please provide references or links.

Table D2 within the [Police workforce, England and Wales: 31 March 2020](#) data provided our gender and ethnicity break down:

		Male						
		Black or British	Asian or British	Chinese or Other ethnic group	Not stated	Total male		
White	Mixed	-	16	1	21	964		
		Female						Total all officers
		Black or British	Asian or British	Chinese or Other ethnic group	Not stated	Total female		
White	Mixed	-	4	1	2	361		1,325

Sources

ONS mid-year estimates for local population (age and gender)

- <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/populationestimatesforukenglandandwalescotlandandnorthernireland>

ONS 2019 estimates for population of the UK by country of birth and nationality:

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	Percentage non-UK born, 2019	Change in non-UK born, 2009 to 2019	Percentage non-British nationals, 2019	Change in non-British nationals, 2009 to 2019
AREANM				
Hartlepool	3	1	2	1
Middlesbrough	14	8	9	6
Redcar and Cleveland	4	2	2	2
Stockton-on-Tees	6	2	3	1

- Equality Act 2010 [Equality Act 2010 \(legislation.gov.uk\)](http://legislation.gov.uk)
- National Decision Model [National decision model | College of Policing](#)
- [Cleveland Police 2021 Annual Equality Monitoring Report](#)

Consultation

The Force has engaged with the Independent Ethics Committee on a number of issues which are related to social media and its usage by the organisation; the Force has sought support on how officers/staff utilise social media in day to work and privately. The learning and discussions from cases raised has been incorporated into the Policy and procedure.

This Policy seeks to draw upon all aspects of social media usage including corporate usage, internal access to IT and private use which may breach Standards of Professional Behaviour.

Furthermore, the Independent committee has provided support and scrutiny in respect of the Policy and practice; particular feedback was presented in respect of the content and application of the policy in such circumstances.

Stage Three - Impact

What potential positive or negative impacts has your research and consultation revealed? Consult the [Equality Considerations Checklist](#) for previously identified impacts that may be relevant.

Age

Data & Background Information

Data from Age UK as explored to consider if there is risk of digital exclusion. Research shows 80% of people age 65 –74 and 44% of those age 75+ have used the internet recently*

- 56% of people age 75+ have not used the internet recently*
- 36% (4.2 million) people age 65+ are offline: lapsed or never users
- 79% of all digital exclusion is among those aged 65+

The equality monitoring report indicates that the number of people within the organisation at these ages is minimal, so digital exclusion as a result of age has been discounted as a disproportionate impact for older people.

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Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Disability	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Gender Reassignment	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Marriage and civil partnership	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Pregnancy and Maternity	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Race	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered, alongside ONS population estimates.	
Positive Impacts	Negative Impacts
<p>We have growing diverse communities in our force area that we should be aware of.</p> <p>Social media allows the Force to reach out to multiple different communities at once with various platforms it uses.</p>	<p>The Force use of Social media at present is presented in one language only (English). Communications are, not as yet tailored for different languages and dialect present within our communities.</p>



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	The Force does however, take steps to translate poster for Operations/Investigations into different languages.
Religion or Belief	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered, alongside ONS population estimates.	
Positive Impacts	Negative Impacts
<p>We have growing diverse communities in our force area that we should be aware of. The use of social media to engage with communities at times of cultural significance can only enhance the relationships between communities and the police.</p> <p>Increased awareness will contribute to better understanding of our communities, leading to improved public perception and confidence.</p>	<p>The Force use of Social media at present is presented in one language only (English). Communications are, not as yet tailored for different languages and dialect present within our communities.</p> <p>This may not therefore engage all within our target audience.</p>
Sex	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Sexual Orientation	
Data & Background Information	
Workforce profile in the Annual Equality Monitoring Report 2021 considered.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.
Other – Please clarify	
Data & Background Information	
N/A.	
Positive Impacts	Negative Impacts
None identified at the time of writing.	None identified at the time of writing.



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Stage Four – Mitigation – Actions		
What can be done to mitigate/minimise negative impacts?		
Action	Action Owner	Action Status
<p>Raise Awareness of Different Cultural Practices From the initial assessment characteristics identified as requiring further research and consideration were race/ethnicity and religion/belief.</p> <p>ONS estimates that 6.2% of our local population identifies as black, Asian or a minority ethnicity. There are a number of nationalities represented within our community.</p> <p>Addition on EDI considerations will be made to the policy to clarify what to do and where to find support (EDI Team and Community Engagement Team).</p> <p>Information from Community engagement team identifies the following:</p> <p>Number of African nations including Algeria/Angola/Nigeria/Eritrean/Egypt/Somalia/Sudan some form part of the refugee and asylum community but also some settled and many professionals. We probably have representation of all of Africa but not in great numbers. Europe - Polish/Latvian/Albanian/Romanian Roma-Czech/Slovakian/Romanian- Also German speaking We have French/Spanish/Italian residents and students and probably have most European nationals in small numbers. Middle East- Afghanistan/Iranian/Iraq/Kurdish/Turkish/Syrian China Vietnamese Indian- Number of languages Pakistan-Number of Languages Bangladesh</p> <p>Work is on-going through a number of working groups in this area, EDI, Race Action Plan.</p> <p>Census information is outdated with new figures due to be published. Despite this local authorities do contain some data that is useful.</p>	<p>Policy and EIA Writer – ██████████ ██████████</p>	<p>Ongoing</p>



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<p>Understanding Organisational Demographics and understanding of enabling IT</p> <p>Research commissioned by Age UK in 2018 shows that there is a correlation between age and inclusion within use of the internet and digital technology.</p> <p>The force should understand it's demographic to ensure that support and guidance is in place for those not acquainted with the use of enabling IT.</p>	Corporate Services	Ongoing

To be filled in by Head of Department	
Stage Four – Mitigation – Risk Tolerance	
Have we exhausted options to mitigate/minimise any negative impacts? List negative impacts we have not been able to mitigate here – these should be added to the relevant departmental risk register.	
Impacts we cannot mitigate	No
Which Risk Register have these impacts been added to?	N/A

Stage 5 – Sign Off

Once complete, you must send your completed EIA and the product or product summary to the EDI team at edi@cleveland.pnn.police.uk

The team will review your EIA and will either: provide final sign off, OR, return your document with further considerations and recommendations for you to implement.