

AUDIT REPORT 2021/22 SOCIAL MEDIA

Executive Summary

The annual audit plan for 2021/22 provided for a review on the use of social media websites. The scope was to gain an understanding of which services use social media websites as a means of communication and how it is managed by the Council.

Social media refers to websites and applications, e.g. Facebook and Twitter that are designed to allow people to share content quickly, efficiently, and in real-time. Officers use social media as a form of communication across various services. It was found that the Corporate Communications Team has the primary responsibility for posting Council information. However, individual services such as Health and Social Care, Schools, Sports and Community Centres, fostering and kinship manage their own social media accounts.

It is appreciated that the use of social media has developed quickly and for some members of the public may be the preferred method of communication. However, the audit noted that procedures and guidelines might not have evolved as quickly to reflect current practices. The development of a more consistent approach in the use of social media should be considered.

A number of recommendations have been made that should supplement current operating practices, relative to the findings outlined below:

- A review of guidance available to officers on the use of social media noted a variety of different procedures that are saved in a variety of different locations. In addition, some of these procedures had not been reviewed for a number of years. The amalgamation of current guidelines should assist in providing officers with a better understanding of best practices in the use of social media.
- No record is maintained of the social media accounts used by the Council. In addition, a social media account can be established in the name of the Moray Council without requiring notification to the Corporate Communications Team. The development of a central record maintained by the Corporate Communications Team should assist the Council in the management and control of how information is communicated.
- Although there are existing policies and procedures relating to the use of social media, there is no specific training provided on best practices. Consideration should be given to require all officers to receive training before access is allowed to a Moray Council social media account. This should assist officers in gaining a greater understanding of guidelines and provide the Council with further assurance of officers following best practices.

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The audit was carried out in accordance with the Public Sector Internal Audit Standards (PSIAS),

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Recommendations

Risk Ratings for Recommendations						
High	Key controls absent, not being operated as designed or could be improved. Urgent attention required.	Medium	Less critically important controls absent, not being operated as designed or could be improved.		Low	Lower level controls absent, not being operated as designed or could be improved.
No.	Audit Recommendation	Priority	Accepted (Yes/ No)	Comments	Responsible Officer	Timescale for Implementation
5.1	A single guidance document should be developed for officers in the use of social media accounts.	Medium	Yes	This will require the contribution and the agreement from a number of different Services.	Senior Communications Officer	31 March 2022
5.2	The Corporate Communications Team should be informed prior to a Service setting up a Social Media Account.	Medium	Yes	Service discussion under way	Senior Communications Officer	31 March 2022
5.3	The Media and Communications Section should maintain a record of social media accounts, and officers authorised to post information across all council services.	Medium	Yes	Work under way as part of planned comms development	Senior Communications Officer	30 June 2022

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No.	Audit Recommendation	Priority	Accepted (Yes/ No)	Comments	Responsible Officer	Timescale for Implementation
5.4	Consideration should be given that prior to allowing officers access to a Council social media account, training should be undertaken.	Medium	Yes	Service discussion under way	Senior Communications Officer	30 June 2022
5.5	Further exploration should be undertaken to the benefits of introducing additional security controls available from social media website providers.	Medium	Yes	2FA being implemented with all current FB users. Security controls will be reviewed on an ongoing basis that may require the assistance of ICT.	Senior Communications Officer	Ongoing