



## **Social Media Policy**

**Pre-school Manager: Nicky Benson-Dare**

**This policy will be reviewed annually. It will also be revised following any concerns and/or updates to national and local guidance and procedures.**

## Statement

With the ever increasing popularity of social media sites such as Facebook and Instagram, it is important that as a pre-school we have a clear idea of how such sites may, or may not be used both by the setting as a whole and by the individuals who work at the pre-school.

Exactly how many sites exist is impossible to say as they are being created all the time and for the purpose of this document **any** site where an individual can post comments, photographs, videos, hold web forums and share documents will be applicable to this policy.

These sites may provide excellent ways to enhance communication and support or provide valuable additional resources for parents/carers, but equally careless use of these could lead to serious issues of data protection and confidentiality breaches, compromise the integrity and reputation of St Peters Busy Bees Pre-school, affect the privacy of staff and parents, or more importantly, put the children within the setting at risk.

### **Who does this policy apply to?**

This policy applies to every employee at St. Peter's Busy Bees Pre-school. Staff are in a professional position and are responsible for the care and education of children and must not engage in any activities which may bring St Peters Busy Bees Pre-school or its employees into disrepute.

Parents are also advised regarding this policy, but as Early Years Practitioners we are unable to monitor and control parental usage and can only act upon any information that comes to our attention which is deemed to be detrimental.

### **Use of social networking sites**

Every employee and parent has the right and opportunity to express and communicate online and St. Peter's Busy Bees Pre-school does not wish to discourage an online presence, but on a professional level, boundaries need to be in place to ensure the reputation of the pre-school, its staff and the children is respected.

## Procedures

When using sites **staff** must:

- In no way refer to the pre-school, other staff members and children by name.
- Not include any images/videos of themselves or other staff members, which may be perceived as inappropriate behaviour for a childcare professional.
- Not include any images of the children or their families.
- Ensure that personal comments are not made about staff, children, parents or other professionals associated with St. Peter's Busy Bees Pre-school.

- Take personal responsibility for reading and adhering to the terms of service for each site and comply with the law in regard to copyright and plagiarism. Other relevant laws include those referring to libel and defamation of character.

When using sites **parents and carers** must:

- In no way refer to the pre-school, staff members or children by name.
- Not include any images of the children or their families without their consent.
- Ensure that personal comments are not made about staff, children or other parents.

Responsibility:

Any material presented online in reference to St. Peter's Busy Bees Pre-school by any employee is the responsibility of the poster. Any member of staff found to be posting remarks or comments that breach confidentiality, or are deemed to be of a detrimental nature to the pre-school or other employees or posting/publishing photographs of the setting, children or staff unless staff permission has been gained may face disciplinary action in line with the pre-school disciplinary procedures.

Usage for staff and impact on work:

- This must be restricted to out of working hours or to days off.
- The use of mobile phones with internet access is not permitted during working hours.
- Social networking activities must not at any time interfere with a staff member's pre-school responsibilities.

Email:

- The use of email to other staff members is intended for purposes of communication relevant to the responsibilities assigned to each employee. Social networking sites are not deemed a requirement for these purposes.

Staff members will not accept/request the following as 'friends' on such sites:

- Families of children currently attending pre-school if no relationship was established beforehand.

If you have an existing friendship with a parent/family please inform the pre-school manager

Remember:

- No information sent over the web is totally secure and as such if you do not wish the information to be made public refrain from sending it over a social network site.

- Even though you may think you are anonymous or use an alias you may be recognised.

**Maintain professionalism, honesty, and respect at all times.**