



Social Media Policy – Nether Green Nursery

Policy

It is important when using social networking sites such as Facebook or Twitter that staff maintain confidentiality and ensure appropriate practice at all times. This is to protect the children, parents and families of the setting along with the staff. It is also to guard the nursery reputation and the staff's own personal reputation.

Procedure

Staff must act in the best interests of the children and the setting. Staff guidelines when using social media sites include but are not limited to:-

- Staff must not mention any of the children from the nursery on their online profiles
- Staff must not write direct or indirect suggestive comments about work on their online profiles
- Staff must not publish photos of the children on their online profiles
- Staff must not use mobile phones to take photos unless authorised by management in the nursery or to access social networking sites during their working hours unless on lunch
- Staff must not mention any of the companies that Nether Green Nursery works with on their online profile including associated companies
- In order to maintain professional boundaries staff should not accept or invite personal invitations to be friends from parents of the nursery unless they know them in a personal capacity. Instead parents should be signposted to 'like' the official Facebook page.
- Staff must not use social media to communicate messages either publicly or via direct/ private messaging services. If a parent contacts a member of staff via social media they should be directed to the appropriate contact details either telephone, email, official Facebook or Instagram page
- Staff members are advised to set their online profiles to private so that only friends are able to see their information.
- Staff are responsible for adhering to the terms of service of each site they use
- Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour for a childcare professional
- The nursery logo must not be used in social media apart from the official Facebook page.
- Staff must not put the settings contact details on social media. Parents should be signposted to the nursery web page.
- Any breaches of the Facebook and social networking policy could result in disciplinary action.

- Staff must use social media in a professional, safe, responsible and respectful way. You must comply with the law.
- Staff must not use social media to attack, insult, and abuse, defame or make negative or discriminatory comments about anyone
- Staff must be mindful that everything you post online is public, even with the strictest privacy settings. You must assume that everything is permanent and may be shared.

Nether Green Nursery treat 'electronic behaviour' as it would 'non-electronic behaviour'

Nether Green Nursery has a Facebook page available. This is a communication tool for the setting. We will use it to:

- Promote certain events such as parent consultations, trips, social events and visitors
- Update parents on staff training and development
- Give hints and tips for activities the children have enjoyed and home learning ideas
- To give news
- To show photos of activities, trips or special events

The nursery managers are the page administrators and will update the page on a regular basis.

The page administrators reserve the right to remove any comments at any time. The intent of the policy is to protect the privacy and rights of the nursery, staff and families.

We will remove any postings that:

- Name specific individuals in a negative way
- Are abusive or contain inappropriate language or statements
- Use defamatory, abusive or generally negative terms about any individual
- Do not show proper consideration for others privacy
- Breach copyright or fair use laws
- Contain any photos of children without necessary parental consent.

If you would like to report an inappropriate comment then please send an email to nethergreennursery@outlook.com

Other policies that relate to this are;

Safeguarding policy
Confidentiality policy

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