



Social Media Policy

Introduction

This social media policy applies to parents, members of staff, students and volunteers at Cheylesmore Pre-School.

This policy includes (but is not limited to) the following technologies:

- Social networking sites (e.g. Facebook, Bebo, Snap Chat)
- Blogs
- Discussion forums
- Collaborative online spaces
- Media Sharing services (i.e. You Tube)
- Micro-blogging (i.e. Twitter)

Social networking sites, are now the communication form of choice amongst young people, parents and professionals alike, providing them with a powerful voice to express opinions, contact friends and share multimedia content at little to no cost. For this very reason, Cheylesmore Pre-school has set up a Facebook group as a contemporary means of sharing information with current parents/carers. The Facebook account will be used to market our services, share information about ongoing events (in addition to all our usual channels), and share children's learning and achievements. The Facebook group is a closed group to parents/carers and immediate family members.

Procedure

As part of our duty to safeguard children it is essential to maintain the privacy and security of all our families. We therefore require that:

- No photographs taken within the Pre-School setting or at Pre-School special events and outings with the children, are to be posted for public viewing, except those of your own child. Parents are advised that they do not have a right to photograph anyone else's child or to upload photos of anyone else's children. (This excludes those photographs taken by staff for the children's online learning journal, which are sometimes used for display in the setting, for use on the Cheylesmore Pre-School website and in other advertising material if parental permission is given).
- No public discussions are to be held or comments made on social media sites regarding the Pre-school children, staff (except appropriate use for marketing fund raising events) or that could be construed to have any impact on the Pre-School's reputation or that would offend any member of staff or parent using the Pre-School.

Social media

- Staff are advised to manage their personal security settings to ensure that their information is only available to people they choose to share information with.
- Staff should not accept service users, children and parents as friends due to it being a breach of expected professional conduct unless they already know them in a personal capacity before their child starts at Pre-School. Staff should avoid personal communication, including on social networking sites, with the children and parents with whom they act in a professional capacity.

- In the event that staff name the organisation or workplace in any social media they do so in a way that is not detrimental to the organisation or its service users.
- Staff observe confidentiality and refrain from discussing any issues relating to work
- Staff should not share information they would not want children, parents or colleagues to view.
- Staff should report any concerns or breaches to the designated person in their setting.

Any member of staff, student or volunteer found to be posting remarks or comments that breach confidentiality, bring Pre-School into disrepute or that 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 may face disciplinary action in line with the Pre-School disciplinary procedures (students will be asked to leave immediately). Any comment deemed to be inappropriate is to be reported to the Pre-School Manager and any action taken will be at their discretion.

General guidelines for using social media:

- Personal security settings should be managed to ensure that information is only available to people you choose to share information with.
- Remember that 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 through social media.
- Maintain professionalism, honesty and respect.
- Apply a “good judgement” test for every social media post you make

Policy Review

This policy will be reviewed annually by the Senior Leadership Team Owner & Pre-School Leader

Next review date: June 2020