

1.7 Use of Social Media

Policy statement

We take the safety and privacy of children and families very seriously. Our social media policy applies to our online presence on social media such as Facebook, and on websites such as Netmums, which we use to communicate with parents, families and the local childcare community, and advertise our services to a wider audience.

It complements our existing policies on the use of cameras, parental permissions, and supports our overall commitment to safeguarding children.

Procedures

- The person responsible for overseeing the implementation of this policy is **Cheryl Latham**
- The Facebook Group is limited to staff, parents and carers, such as nannies and child-minders
- The Facebook Group privacy settings are set to Secret to prevent outsiders from seeing comments and images
- Editing – All posts will be reviewed and edited by trained staff
- Our policy is to allow postings of appropriate videos and images. With parental permission we use images of children on our Facebook page to promote the nursery and on our Parents Group to share our activities with you. We abide by the wishes of individual families, ensuring that identifiable images portrayed of their children are only used when parents permit us to do so.

Content Guidelines

Here are some general guidelines on what should and should not be posted on the nursery's social media platforms in the format of editorial, images and videos:

Do's

- Do post images and information about the activities and events in the nursery
- Do post examples of how we deliver high quality care and education
- Do post valuable information relating to our setting, which is informative for parents, families and the wider community.
- Do post promotional material, and share information about nursery places
- Do post information and images which help to build a community spirit and engage existing and future customers and community partners
- Do post information about early years and childcare legislation or policy changes to inform local parents and the community

Don'ts

- Don't post any personal information or confidential information about children, staff or the nursery, such as full names, addresses, contact details
- Don't post images of staff or children which could be deemed unsuitable by any reasonable person
- Don't post images or video which contradicts parental permissions or nursery guidelines on allowable content
- Don't post "location based" posts when on a trip or outing – save posts for the journey home
- Don't post any political or religious opinions or viewpoints

This policy was adopted by

On _____

Date to be reviewed _____

Signed on behalf of the provider _____

Name of signatory _____

Role of signatory _____