

1j. Social Media Policy

EYFS: 3.4

Social media makes up a key part of the world we live in and as such at Little Wellies Nursery we need to make sure we protect our children by having procedures in place for safe use.

We use Facebook and Instagram for marketing, recruitment and for sharing photos of children's daily activities. Our use of social media can be clearly divided into two distinct categories:

Our Open Facebook Page and Instagram Page

These pages are open to the general public. They are owned and managed by the director responsible for Marketing and HR. They are used for the following purposes:

- Recruitment. We post job advertisements and encourage them to be shared.
- Marketing. We use the pages to share parent reviews and advertise the nursery, both on the pages themselves and within local community groups.
- Communication. We post information about special dates and events.
- Reviews. It is a place where current and former parents and carers can leave reviews for us.

Our Closed Facebook Groups

Each setting has its own closed, private Facebook group. Each group is closely administered and monitored by the director responsible for Marketing and HR along with the Managers and Deputy Managers of each setting. The members of each group are limited to only current staff and current close family members of the children in nursery. Once a child or staff member leaves the setting, the associated members are removed from the group.

Uploading Posts and Commenting

Only Managers, Deputy Managers and Directors have permission and responsibility to upload posts. Posts including children must only be uploaded in the office of the setting where those children attend. All posts must go through a two-step verification procedure. I.e. the original poster must check with another key member of staff that the post is suitable for uploading. The main purpose of this secondary check is to ensure that children who do not have permissions in place are not included in photos. Secondary purposes of the check should also be for any factual errors or spelling and grammar errors.

Only parents and family members who are part of the closed group can view and comment on posts. All comments are tracked and moderated by the Little Wellies directors and Managers/Deputy Managers. Any inappropriate comments are removed swiftly.

Parental Permissions

Parents are asked which level of permission they would like to give for their child with regards to the use of their image on social media during the registration process. It is explained that only photographic equipment owned by the Nursery is used to take the photos and that photos are only ever stored on password protected, cloud storage, using nursery computers. The three levels of permission that parents/carers can give are as follows:

- Permission for their child's image to be used on the setting's closed Facebook group only
- Permission for the above and for their child's image to be used in an open way, such as on the nursery website or the open Facebook/Instagram page
- Decline permission for their child's image to be used at all

Staff Use of Social Media

We require our staff to be responsible and professional in their use of social networking sites in relation to any connection to the nursery, nursery staff, parents or children.

- When using social networking sites such as Facebook or Instagram staff should adhere to the following:
 - Not name the setting they work at
 - Not make comments relating to their work or post pictures in work uniform
 - Not send private messages to any parents/family members
 - If a parent asks questions relating to work via social networking sites, then staff should reply asking them to come into the setting or contact the manager
 - Ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language)
 - You must not friend request any current parents of Nursery or accept any friend requests from current parents.
 - Report any concerning comments or questions from parents to the manager/safeguarding lead
 - Follow the staff behaviour policy
 - Not post anything that could be construed to have any impact on the nursery's reputation or relate to the nursery or any children attending the nursery in any way
- If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in dismissal.

Parents and Visitors' Use of Social Networking

We promote the safety and welfare of all staff and children and therefore ask parents and visitors not to post, publicly or privately, information about any child on social media sites such as Facebook, Instagram and Twitter. We ask all parents and visitors to follow this policy to ensure that information about children and images do not fall into the wrong hands.

We ask parents not to:

- Send friend requests to any member of nursery staff
- Screen shot or share any posts or pictures from the nursery on social media platforms (these may contain other children in the pictures)
- Post any photographs to social media that have been supplied by the nursery with other children in them (e.g. Christmas concert photographs or photographs from an activity at nursery)

We ask parents to:

- Share any concerns regarding inappropriate use of social media through the official procedures (please refer to the partnership with parents policy, complaints procedures and grievance policy).

| This policy was adopted on | Signed on behalf of the nursery | Date for review |
|----------------------------|---------------------------------|-----------------|
| 22.11.18 | Linsi Tidswell | 22.11.19 |
| 3.2.20 | Linsi Tidswell | 3.2.21 |
| | Linsi Tidswell | 9.3.24 |
| 5.6.23 | Chris Tidswell | 5.6.26 |
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Policy to be reviewed every 3 years or if there are any changes to procedure required.