



Safeguarding children

1.22 Social media policy

Policy statement

School House Nurseries has a firm commitment to safeguarding children. We are also mindful of our reputation with parents and in the wider community. This policy has been written to set out key principles and a code of conduct that we expect of all members of staff to follow when using social media (including blogs, websites and emails).

Key principles

- Everyone at School House Nurseries has a responsibility to ensure that they safeguard children, protect the reputation of the nursery and treat colleagues with professionalism and respect.
- It is important to protect everyone at School House Nurseries from allegations and misinterpretations which can arise from the use of social media. Therefore:
 - The use of social media at work is not permitted.
 - It is essential that all staff act responsibly if they use social networking sites in their personal time.
 - Anyone working in the nursery, either as a paid employee or volunteer, must not communicate with children via social media at any time.

Staff use of social media

We require staff to be responsible and professional in their use of social networking sites, so we ask staff:

- Not to name the setting they work at.
- Not to make comments relating to their work or post pictures in work clothes.
- Not to send private messages to any parents or family members.
- To direct any parent questions relating to work via social networking sites, to the manager.
- To ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language).
- To report any concerning comments or questions from parents to the manager or designated safeguarding lead.
- To follow the staff behaviour policy.
- Not to 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. This includes defamatory comments.
- To follow this policy in conjunction with the whistleblowing policy.



- Not to use the nursery's name, logo, or any other published material without prior permission from the owners. (N.B. This stipulation applies online and offline).
- Not to post any images of employees, children, parents or anyone directly connected with the nursery whilst engaged in nursery activities.
- Not to disclose confidential or business-sensitive information; or information or images that could compromise the security of the nursery.
- Contact with parents during or after employment.

Using social media outside work

In addition to the above, everyone at School House Nurseries must ensure that they:

- Use social networking sites responsibly and that their personal / professional reputation, or the nursery's reputation, is not compromised by inappropriate postings.
- Are aware of the potential of on-line identity fraud and are cautious when giving out personal information about themselves which may compromise their personal safety and security.

Breaches of the Code of Conduct

- Any potential breaches of the code of conduct will be investigated.
- Where it is found that there has been a breach of the code, action may be taken under the nursery's Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence including dismissal.
- The owners will take appropriate action in order to protect the nursery's reputation and that of its staff, parents, children and anyone else directly linked to the nursery.

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, images and information 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 complaints policy).

These statements are legal and binding after a member of staff's employment at School House Nurseries has finished, or in the case of a parent, when their children no longer attends the nursery.

This policy was updated and reviewed in:

Reviewed date	Name	Signature
March 2023	Stuart Watt	