



Furze Hill Childcare Centre

SOCIAL MEDIA POLICY and the Management of Social Media

It is our aim to ensure that the use of social media at the setting is undertaken responsibly and that the confidentiality of children and staff and the reputation of the setting are safeguarded.

You will be aware that social media and digital platforms are evolving quickly. We intend to observe the best possible practice in this digital environment, seeking to negotiate it wisely and with integrity for purposes of information, communication and PR.

Parental consent will be sought at the point of registering their child with the setting but they are at liberty to withdraw their consent by written notification at any point.

The purpose for which our Social Media Facebook pages will be used:

- Improvement of communication links with Parents/Guardians.
- Promote the successes and achievements of our setting and children to a wider audience.
- Promote extended learning through the posting of links to relevant material.
- Share links about community events and activities which provide opportunities for family day outings, learning experiences for children
- Promote certain events such as parent consultations, trips, social events & visitors to the setting
- Give hints and tips for activities the children have enjoyed and home learning ideas
- To share good news
- To show photos of activities, trips or special events

Usage

- Information regarding special achievements and events that are directly related to the setting will be shared
- Information regarding the nursery day, such as what the children have been learning or what happened when visitors come to the nursery.
- Photographs of children will only be used if permission has been granted by a Parent/Guardian.
- Photographs will focus on the activity and may include images of the children for whom we have consent to share their photo.
- No video's will be posted.
- Links to interesting articles will be shared in order to enhance learning opportunities.
- No direct messages will be sent via social media to parents.
- Personal identification such as the use of names will not be used unless specific consent has been given for a specific reason by the named parent giving their consent.



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Facebook Group

Our Facebook group is a closed group where only parents of the children at the setting will be accepted to join, extended family members and friends of parents will not be allowed to join. This group will be used for all the points stated above and referenced under **Usage** and **The purpose for which...**

Staff and management of the Facebook page

- In the interests of safeguarding, both accounts will be overseen by the Company Director/Manager.
- Only staff authorised by the Company Director will have permission to add posts to the Facebook groups.
- Authorised staff and management will ensure that Safeguarding training is up to date and that regular updates on the use of social media are shared with staff and policies and procedures updated accordingly.

September 2022