



Furzehill Childcare Centre

Social Networking

EYFS: 3.1-3.8

Social media is a large part of the world we live in and as such at Furzehill Childcare Centre we need to make sure we protect our children by having procedures in place to ensure the safe use.

We use Facebook to share posts/pictures of the experiences/activities the children have accessed at nursery, as well as to post updates/reminders and links to best practice.

In order to safeguard children we ensure:

- We have prior written permission in place from parents/carers before posting any images of children
- Do not allow others to post on our social media pages, i.e. designated person/management can post on the page and approve the posts of others
- We have a closed page which only parents who have requested to join the group can view and comment on the posts
- Have separate permission to use any images for any open public pages that we use for marketing purposes
- We monitor comments on all posts and address any concerns immediately.

KEY PRINCIPLES

- Everyone employed by or working at Furzehill Childcare Centre has a responsibility to ensure that they protect the reputation of the organisation, and to treat colleagues and members of the nursery with professionalism and respect
- It is important to protect everyone from allegations and misinterpretations which can arise from the use of social networking sites
- Safeguarding children is a key responsibility of all members of staff and it is essential that everyone acts responsibly if they are using social networking sites out of working hours. Anyone either as a paid employee, student on placement or volunteer must not communicate with parents via social networking
- This policy relates to social networking outside work. Blogging and accessing social networking sites at work using the organisations equipment is not permitted
- No communications irrespective of their anonymity should be shared with anyone that relates to any specific event, protocol, child or person attending or registered with Furzehill Childcare Centre.

AIMS

- To set out the key principles and code of conduct expected of all staff, management, trainees, students and anyone working in a voluntary or professional capacity within the organisation with respect to social networking.
- To further safeguard and protect children and staff.



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CODE OF CONDUCT

The following actions are not considered acceptable:

- The use of the organisations name, logo or any other published material without written prior permission from the company director manager. This applies to any published material including the internet or written documentation
- The posting of any communication or images which links the organisation to any form of illegal conduct or which may damage the reputation of the organisation. This includes defamatory comments
- The disclosure of confidential or business sensitive information; or the disclosure of information or images that could compromise the security of the organisation
- The posting of any images of employees, children, trainees, students or volunteers as well as professionals connected with the nursery whilst engaged in organisational activities.

IN ADDITION TO THE ABOVE EVERYONE MUST ENSURE THAT THEY:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the organisation, or anyone at or connected with the nursery
- Use social networking sites responsibly and ensure that neither their personal/professional reputation, nor the organisations reputation is compromised by inappropriate postings – this includes posting inappropriate photo's of individuals, groups, the use of inappropriate language
- Are aware of the potential of on line identity fraud and to be cautious when giving out personal information about them which may compromise their personal safety and security.

POTENTIAL AND ACTUAL BREACHES OF THE CODE OF CONDUCT

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be Gross Misconduct, a serious disciplinary offence which is also contrary to the organisations ethos and principles.
- Management will take appropriate action in order to protect the organisations reputation and that of its staff, parents, volunteers, children and anyone else directly linked to the organisation.

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 we ask staff:
 - Not to name the setting they work at
 - Not to make comments relating to their work or post pictures in work uniform
 - Not to send private messages to any parent's/family members
 - Direct any parent questions relating to work via social networking sites, to the managing director
 - Ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language)



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- Report any concerning comments or questions from parents to the managing director/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
 - To follow this in conjunction with the whistle blowing policy.
 - Not to accept any contact with current or previous parents. There may be exceptions to this rule such as parents being family members or long-standing friends. In these cases a discussion with the managing director will determine whether it is appropriate to accept them as friends in line with this policy.
- If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in dismissal.

All electronic communications between staff and parents should be professional and take place via the official nursery communication channels, e.g. work emails and phone numbers. This is to protect staff, children and parents.

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, publically 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
- Screenshot or share any posts or pictures from the nursery on social media platforms (these may contain other children in the pictures)
- Make derogatory comments at any time about the organisation or employees on social networking sites and that in the event that you have a concern, grievance or complaint that you use the relevant procedures
- 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 parent's policy, complaints procedures and grievance policy).

This policy was adopted on	Signed on behalf of the nursery	Date for review
11 th March 2022	L. Coleman	11 th March 2023
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11 th March 2024		



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