



Little 1 Nursery

1.7 Social Media Policy

This Social Media Policy applies to our members of staff, students and volunteers at Little 1 Nursery sets out guidelines that should be followed for all on-line communications. We also make parents and their families aware of this procedure through this policy.

It is important when using social networking sites such as Facebook/Instagram/Twitter/TikTok that staff maintain confidentiality and ensure proper practice at all times. This is to protect the children, parents and families of the settings along with the staff. It is also to protect Little 1 Nursery Ltd reputation and the staff's own personal reputation.

Staff guidelines when using social media sites include but are not limited to:
Facebook, Twitter, Linked in, Snapchat, Instagram, TikTok

- Staff must not mention any of the children or their families from the setting on their online profiles.
- Staff must not write direct or indirect suggestive comments about 'work' on their online profiles.
- Staff must not publish photos of other staff while in the nursery/preschool setting on their online profiles.
- Staff must not write anything about/or reference other staff members regarding 'work' on their online profiles.
- Staff must not use mobile phones to take photos in the setting or to access social networking sites during their working hours (Phones are kept securely and not accessed until staff are on a break).
- Staff must not mention Little 1 Nursery on their online profile as a place of work and we advise that they do not state they work in a Nursery or early years setting.
- We must maintain professional boundaries staff should think if they accept personal invitations to be 'friends' or follow parents/carers of children at the setting they work at unless they are close family.
- Staff members are advised to set their online profiles to private so that only 'friends' or known followers are able to see the information/photos they share.
- Staff are responsible for adhering to the terms of service of each site they use.
- Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour for a childcare professional.

- Staff must refrain from making comments that may be seen as detrimental to the reputation of Little 1 Nursery.
- Staff will not have the Little 1 Nursery/Preschool name anywhere in their personal profile.

Any breaches of the Social Media Policy may result in disciplinary action.

Little 1 Nursery Ltd has an Instagram Page; Little 1 Nursery & Little 1 Preschool Facebook page available. This is a communication tool for the setting. We will use it to:

- Promote certain events such as parent information evenings, social events & visitors
- Give hints and tips for activities the children have enjoyed and home learning ideas
- To share news
- To show photos of activities, trips or special events
- Transition to school groups

Senior Managers are the page administrators and will update the pages.

The page administrators reserve the right to remove any comments at any time. The intent of the policy is to protect the privacy and rights of the Nursery, Staff and Families.

We will remove any postings that:

- Name specific individuals in a negative way.
- Are abusive or contain inappropriate language or statements.
- Use defamatory, abusive or generally negative terms about any individual.
- Do not show proper consideration for others privacy.
- Breach copyright or fair use laws.
- Contain any photos of children without necessary parental consent.

Disciplinary action of any member of staff, student or volunteer found to be posting remarks or comments that breach confidentiality and or are deemed to be of a detrimental nature to Little 1 Nursery Ltd may face disciplinary action that may result in dismissal. Student and volunteers will be asked to leave immediately. If a member of staff becomes aware of any social networking activity that identifies Little 1 Nursery, staff children or families in a detrimental way they should notify one of the Senior Managers.

Online Learning Journal

Parents must be aware that they are not permitted to publicise another child and must therefore be reminded that they must not share, distribute or display said images especially on any form of social media. If this happens, they will lose the right to have an online learning journal.

Summer fayre, Christmas party and other events we will ask for their permission for photographs to be taken by other parents, as it might also include their child, and if they were to put them on social media sites not to have, if possible, any other child or adult in the picture. Signed permission is also given on the permission form during their settling.

We also adhere to our E-Safety rules, where we have restrictions on our I pads that are used within the room for children's observations.

If you would like to report a breach of the Social Media Policy please email information to becky@little1nursery.co.uk We endeavour to respond within 24 hours.

Other policies that relate to this are:

- Safeguarding policy
- Confidentiality policy
- Mobile phone policy
- Social media statement in staff handbook
- E-Safety