



# Social Networking Policy

**At Natural Choice Nurseries, we understand that social media is becoming a large part of the world we live in and as such we need to make sure we protect our children by having procedures in place to ensure it's 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 or activity suggestions.

In order to safeguard children we ensure:

- We have prior written permission in place from parents/ carers before posting any images of children
- We do not allow others to post on our Facebook page, i.e. only management can post on the page.
- Our Facebook page is open and public. Followers and comments are closely monitored by management to ensure it remains a positive reflection of our nursery
- We have separate permission to use an images for any open public pages that we use for marketing purposes
- We monitor comments on all posts and address any concerns immediately.

## **Staff use of social media**

We require our staff to be responsible and professional in their personal 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 be linked to parents on social media during their time at nursery (unless they were friends prior to the family joining nursery. If this is the case, clear professional boundaries are expected)
  - 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 parents/family members
  - Direct any parents questions relating to work via social networking sites, to 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)
  - Report any concerning comments or questions from parents to the manager/safeguarding lead
  - Follow the Staff Behaviour policy (EYFS3-01-033)
  - 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
- 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. the setting's email addresses and telephone 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, 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 the partnership with parents policy, complaints procedures and grievance policy).

Date policy was adopted:	Feb 2022
Signature:	
Printed name:	Nicky Edwards
Role of signatory:	Director and Responsible Person