Social Media + Online Safety Policy

Policy Statement

Our Preschool recognises that the internet and digital technologies are an integral part of modern life. We are committed to ensuring that children, staff, and families use technology safely, responsibly, and respectfully.
This policy sets out how we manage online safety and the use of social media to protect children, staff, and the reputation of our preschools.

Policy Aims

- To protect children from online harm and exposure to inappropriate material.
- To promote the safe and responsible use of technology within the setting.
- To ensure staff understand their professional responsibilities when using social media.
- To maintain the confidentiality and reputation of our preschools, staff, and families.

Scope

This policy applies to:

- All staff, students, volunteers, and visitors.
- All digital devices and online platforms used within or on behalf of the preschools.
- All social media accounts associated with the preschool.

Use of Technology in the Setting

- Children will only use technology (such as tablets or computers) under staff supervision.
- All internet use will be age-appropriate and educational in nature.
- No child will have unsupervised access to the internet.

Use of Photographs and Videos

- Written parental consent is obtained before taking or using images of children.
- Images are stored securely and only used for authorised purposes (e.g. learning journeys, displays, or preschool marketing with consent).

- Personal devices (phones, cameras, tablets) must **not** be used to take or store photos of children. Only preschool-owned devices are permitted.

Staff Use of Personal Devices and Social Media

- Staff must not share any work-related content, child information, or images on personal social media accounts.
- Staff must not identify themselves as employees of the preschool on personal profiles in ways that could bring the setting into disrepute.
- Staff must not accept or request online friendships with parents, carers, or children currently attending the setting.
- Personal mobile phones should be kept in designated staff areas and never used during work hours unless agreed by management.

Preschool Social Media Accounts

- Official preschool social media pages (e.g. Facebook, Instagram) are managed only by authorised staff.
- Posts will always uphold the privacy and dignity of children, families, and staff.
- No child will be named or identifiable unless written consent has been obtained from parents/carers.
- Comments or messages from parents will be monitored, and inappropriate comments will be removed or reported.
- The purpose of preschool social media is to share news, celebrate achievements, and engage positively with the community.

Cyberbullying and Online Behaviour

- Any instance of cyberbullying (among staff, parents, or older children) will be treated seriously and managed under the safeguarding or disciplinary procedure as appropriate.
- Offensive, discriminatory, or defamatory online content relating to the preschools, staff, or families will not be tolerated.

Training and Awareness

- All staff receive online safety training as part of their safeguarding induction and refresher courses.
- Parents are encouraged to access online safety information shared by the preschool (e.g. via newsletters).
- Children are supported, through age-appropriate discussion, to understand basic digital safety (e.g. "ask an adult for help," "don't click without asking").

Data Protection

- All use of technology and digital information complies with the UK GDPR and Data Protection Act 2018.
- Personal information is stored securely and only accessible to authorised staff.

Monitoring and Review

This policy will be reviewed annually or sooner if:

- Guidance changes from the Department for Education (DfE) or the Local Safeguarding Partnership.
- There is a significant incident or concern regarding online safety.

Signed: _____
Position: _____
Date: _____