




# Social Media Policy

Policy number	11	Person responsible	DD
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Signed		Date	1/2/26

This policy governs the use of social media by staff, both personally and professionally, in relation to the company.

At Oakwood, we recognise that staff enjoy networking with family and friends via social media. However, we have to balance this against our duty to maintain the confidentiality of students attending sessions as well ensuring our reputation is maintained.

Staff are ambassadors for Oakwood and are expected to conduct themselves accordingly when using social media.

This policy covers (but is not limited to) social media platforms such as:

- Twitter
- Facebook
- YouTube
- Instagram
- Personal blogs and websites
- Comments posted on third party blogs or websites
- Online forums

#### Social media rules

- When using social media sites, staff must not:
- Post anything that could damage Stride's reputation.
- Post anything that could offend other members of staff, parents or students.
- Publish any photographs or materials that could identify the students.
- Accept invitations from parents to connect via social media (eg friend requests on Facebook) unless they already know the parent in a private capacity in which case this must be disclosed upon identification.
- Discuss with parents any issues relating to their child. Instead invite the parent to raise the issue, or to contact the Manager if the matter is more urgent.

Any member of staff who posts content or comments that breach confidentiality or which could harm the reputation of Oakwood Education or other staff members, or who publishes photographs of the setting or children could face disciplinary action.