Social Media Policy

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| EYFS: 3.1-3.8 |

Social media is a large part of the world we live in and as such at **Bombini Tribe Day Nursery** we need to make sure we protect our children by having procedures in place to ensure the safe use.

We use Facebook and Instagram 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:

* Parents/carers are advised once they enrol and agree to our terms of placement offer of the sharing of images of children enjoying activities and events at Bombini Tribe Day nursery. These images are posted to our social media pages for public view (open pages) as they are used for marketing purposes. **Parents/Carers must advise if their child is to be protected from view.**
* We do not allow others to post on our social media pages without approval from the account manager/business owner. Only a designated person (account manager)/business owner can post on the page.
* Any requests to follow the page by members of the public are approved by the account manager/business owner.
* We monitor comments on all posts and address any concerns immediately.
* Any person(s) following the account deemed unsuitable will be removed from the account and blocked from accessing where necessary.
* Children are never named in the posts.

**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 (where necessary)
	+ Not to send private messages to any parent’s/family members
	+ Direct any parent questions relating to work via social networking sites, to the manager and do not attempt to answer on behalf of the nursery
	+ 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
	+ 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. via the Tapestry online system, work emails or messaging via the work mobile phone or whatsapp account. 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 appreciate that this may be challenging especially if the parent is already a ‘friend’ on social media. However, we stipulate that any communication between staff and parents on social media relating to the nursery, its staff, children and families, or any concerns or situations relating to these, should not take place and reiterate that staff should direct all questions and concerns to the nursery management team so they can be addressed in a professional capacity. Any staff not adhering to this will face disciplinary action and could face dismissal.**

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).

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| **This policy was adopted on** | **Signed on behalf of the nursery** |
| *1 September 2021* | *A black wire in a shape of an egg  Description automatically generatedSally Ward* |
| *A black text on a white background  Description automatically generatedRachel Hussell* |
| *\*All policies are reviewed and updated (where necessary) on an annual basis.* |