

Social Media



Introduction

Our setting is aware and acknowledges that increasing numbers of adults and children are using social networking sites.

The widespread availability and use of social networking application bring opportunities to understand, engage and communicate with audiences in new ways. It is important that we are able to use these technologies and services effectively and flexibly. However, it is also important to ensure that we balance this with our reputation. This policy and associated guidance is to protect staff and advises the management team on how to deal with potential inappropriate use of social networking sites.

Relevant technologies

This policy includes (but is not limited to) the following specific technologies:

- Personal Vlogs/ websites
- Discussion forums
- Twitter
- Face book
- Instagram
- Massaging platforms
- Snapchat
- YouTube

Procedures

Parents, Staff, students and volunteers using social networking sites must:

- Refrain from divulging any information about children and parents within the setting. (see Confidentiality policy).
- Refrain from making comments that may be seen as detrimental to the reputation of the nursery.
- Maintain professionalism by not accepting parents/carers as 'friends' on social networking sites.
- Ensure that photographs or materials published on social networking sites do not identify the nursery, its staff or children and their families.

- We talk to our parents/carers about social networking sites and the implications it may have on the setting, staff, children and their families if information or photos were uploaded and deemed detrimental to anyone associated with the nursery.
- It is especially important that care is taken at special events. On these occasions we ask parents for their permission for photographs to be taken by other parents, as it might also include their child. We ask parents to ensure that any photographs put on social network sites do not to have any other child or adult in the picture.

We seek signed permission for specific use of photographs on each child's enrolment forms. This gives the opportunity for parents/carers to refuse permission for their child's photo to be taken or restrict its use.

- We also ask parents to take precautions to safeguard themselves and our nursery and all parties involved with us, including children, staff/colleagues, parents etc from online Extremism and Radicalisation (see Preventing Extremism and Radicalisation, Safeguarding policy)

We expect everyone to act in the best interests of the children & the setting.

Staff guidelines when using social media sites include but are not limited to.

- Staff must be mindful that everything you post online is public, even with the strictest privacy settings
- Staff must not use mobile phones to take photos in the nursery or to access social networking sites during their working hours.
- Staff must not access Social media with children within the nursery whilst at work.
- Staff must not mention any of the children from the nursery 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 the children on their online profiles.
- Staff must not publish photos of other staff while in the nursery on their online profiles.
- Staff must not write anything about other staff members on their online profiles.
- Staff must not mention any of the companies that Clare house Nursery works with on their online profile.
- In order to maintain professional boundaries staff should not accept personal invitations to be friends from parents of the nursery unless they know them in a personal capacity. Instead parents should be signposted to 'like' the official Facebook page.
- Be cautious & mindful when accepting friend requests from colleagues.
- Staff members are advised to set their online profiles to private so that only friends are able to see their information.
- 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.
- The nursery logo must not be used in social media apart from the official Facebook page.
- Staff must not put the settings contact details on social media. Parents should be signposted to the nursery web page.
- Any breaches of the Facebook & social networking policy could result in disciplinary action.
- Staff must use social media in a professional, safe, responsible & respectful way. Every member of staff must comply with the law.

- Staff must not use social media to attack, insult, abuse, defame or make negative or discriminatory comments about anyone.

Clare house Nursery has a Facebook page available. This is a communication tool for the setting. We will use it to:

- Promote certain events such as parent consultations, trips, social events & visitors
- Update parents on staff training & development
- Give hints and tips for activities the children have enjoyed and home learning ideas
- To give news
- To show photos of activities, trips or special events
- WE DO NOT POST PICTURES OF CHILDRENS FACES.

We also want to invite your thoughts & comments.

The nursery managers are the page administrators and will update the page on a regular basis.

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 & 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.

If you would like to report an inappropriate comment then please send an email to:

admin@clarehouse.org.uk

'Tapestry' online learning journals.

- The Tapestry online learning journal system is hosted by a secure dedicated server based in the UK.
 - Staff will record your child's development through secure online learning journals (Tapestry).
 - Parent/Carer consent is gained before the online learning journal is started.
 - Staff are not allowed to access Tapestry at home.
 - Parents and carers are given the responsibility for choosing what to do with any personal data contained in the learning file, once it is in their possession. However 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. If this happens they will lose the right to have Tapestry. (see learning story policy, safeguarding and children's welfare policy)

Disciplinary action

Any member of staff, student or volunteer found to be posting remarks, comments or inappropriate images that may breach confidentiality and or are deemed to be of a detrimental nature to The Nursery may face disciplinary action that may result in dismissal. If a member of staff becomes aware of any social networking activity that identifies The Nursery, staff children or families in a detrimental way they should notify the Nursery Manager immediately.