

## Social Media Policy

### Statement of intent

**Once upon a time** realises that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of such sites. However, we are also aware that these sites can become a negative forum for complaining or gossiping, and care must be taken not to breach our confidentiality policy or offend anyone using this nursery.

### Aim

This policy has been designed to give staff and parents clear guidelines as to what **Once upon a time** expects of them when accessing or using these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guideline exists, employees should use their professional judgement and take the most prudent action possible. Consult with your line manager if you are uncertain. We ask parents to refrain from asking staff to become friends on social media, and to respect our Social Media Policy.

### Methods

#### Staff

If you have your own personal profile on a social media website, you should make sure that no one, other than accepted friends, cannot access any content, media or information from that profile that you are:

- not happy for them to have access to, and
- which would undermine your position as a professional, trusted and responsible person.

As a basic rule, if you are not happy for others you work with to see particular comments, media or information simply do not post it on an online forum. When using social media sites, staff members should consider the following:

- ★ Always changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- ★ Reviewing who is on your friends list on your personal profile.
- ★ In most situations you should not accept friend requests on your personal profile from parents of the nursery. Rules linked to these procedures are listed in the staff handbook and in our Online Safety Policy.
- ★ In most situations you should not request or accept friend requests from parents of children who have left the nursery. Rules linked to these procedures are listed in the staff handbook.
- ★ Ensuring personal blogs have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of **Once upon a time**. Make your writing clear that you are speaking for yourself and not on behalf of **Once upon a time nursery school**.
- ★ Ensuring information published on the internet complies with **Once upon a time's** Safeguarding, Online Safety, Confidentiality and Data Protection Policies.
- ★ Ensuring you are always respectful towards:
  - **Once upon a time nursery school**
  - Other staff members
  - Parents and their families, and
  - Other agencies, suppliers and partners.

- ★ Staff should be aware that any disrespectful comments to the above might be seen as libellous or defamatory and could result in disciplinary action or termination of your contract.
- ★ **Once upon a time** logos and trademarks may not be used without written consent.
- ★ At all times, in or out of working hours, you are an ambassador for **Once upon a time nursery school**. Be aware that your actions captured via images, posts or comments online can reflect on the nursery.

**All staff must adhere to the above guidelines. Breach of this may result in disciplinary action or termination of contract.**

## **Parents**

- ★ Parents are requested to refrain from asking staff to become friends on social media, while their child attends and after their child has left **Once upon a time**, as this may result in staff being placed in an awkward position.
- ★ At any special nursery events such as concerts, day trips or family fun day's parents should always ask permission from parents whose children may be in a particular photo shot before posting on social media websites.
- ★ As stated in our Tapestry Policy, parents/carers must not download/upload photos from Tapestry onto any social networking site. Please see our Tapestry Policy for further information.
- ★ If you have any concerns or issues of any aspect of the nursery day, it should initially be brought to the attention of the Nursery Manager before posting derogatory comments on social media.
- ★ Parents should be aware that any disrespectful comments about the nursery might be seen as libellous or defamatory and could result in legal action.
- ★ If a parent wishes to set up a 'Once upon a time' parent social media group, you are welcome to do so but it cannot be public page, you must not use the nursery company logo and you must make it clear to other parents that the nursery does not manage this group.

**Once upon a time** operates accounts on social media websites for the promotion of activities and events, and as a communication method. The following outlines the limits of their use:

- ★ An official page on any social media website may only be set up with written consent from the Nursery Manager.
- ★ Only authorised staff may use these accounts to post online and access to the accounts will be strictly limited.
- ★ All information published on the internet must comply with **Once upon a time nursery school's** Safeguarding, Online Safety, Confidentiality and Data Protection Policies.
- ★ Parents and children should not be referenced online without their express consent. This includes all photos, videos and other media.
- ★ Any employee who becomes aware of social networking activity that would be deemed distasteful or disrespectful should make their line manager aware as soon as possible.

We also have policies, linked to the use of social media, under the following headings.

- ★ Safeguarding Policy
- ★ Online safety Policy
- ★ Confidentiality Policy
- ★ Data protection Policy

**This policy was adopted by Once upon a time nursery school**

**Date: 1 September 2012**

**Amended on: 11 March 2024**

**Signed on behalf of the nursery**

**To be reviewed: Annually or sooner if any matters arise**