

39. Social Media

Statement of intent

Polesden Lacey Playschool takes the safety and privacy of children extremely seriously as a matter of both legal and moral importance.

Aim

We aim to provide a clear policy which is explicit in the expected conduct for all aspects of the Playschool across all social media platforms.

Practice

Polesden Lacey Playschool recognises that many staff enjoy networking with friends and family via social media. However, we have to balance this against our duty to maintain the confidentiality of children and parents attending our Playschool, as well as ensuring that our good reputation is upheld.

It is expected that staff must remember that they are ambassadors for the Playschool both within and outside of working hours and are expected to conduct themselves accordingly when using social media sites.

Social media includes the various types of websites that enable people to interact online: multi-media, social networking sites like Facebook, blogs, wikis, podcasts, forums, micro blogging and contact communities for example, You Tube – this is by no means an exhaustive list. This policy is in addition to and compliments our policies regarding the use of technology, computers, e-mail, photographic equipment and the internet.

When using social media sites, staff must not:

- post anything that could damage the Playschool's reputation.
- post anything that could offend other members of staff, parents/guardian or children using the Playschool.
- publish any photographs or materials that could identify the children or the Playschool; including staff in Playschool
- accept invitations from parents to connect via social media (e.g. friend requests on Facebook) unless they already know the parent in a private capacity.
- discuss with parents any issues relating to their child or the Playschool. Instead invite the parent to raise the issue when they are next at the Playschool, or to contact the Manager if the matter is more urgent.
- post or share anything regarding other employees
- use the platforms to contact other employee's outside of work where it could be considered harassment, at anti-social hours or inappropriate.

All staff must respect copyright, privacy, fair use and other applicable laws including Playschool's own copyright and brands. Staff must not post comments that can be interpreted as:

- personal attacks, defamation or offensive comments
- bullying and harassment
- spam
- illegal activities

Any misuse of social networking sites that has a negative impact on the Playschool may be regarded as a disciplinary offence. Instances where the Playschool is brought into disrepute may constitute misconduct or gross misconduct and disciplinary action will be applied. Please refer to the Staff Disciplinary & Grievance Procedures.

The Playschool reminds all staff, parents/guardians and children that:

- No information published via the internet is ever totally secure; if you don't want information to become public, do not post it online.
- Once an image or information is in the public domain, it is potentially there forever.!
- To exercise good judgement and common sense, when using social media, relating to their job or otherwise.

Policy Review

As part of Polesden Lacey Playschool monitoring of social media this policy will be subject to periodic review.

Policy adopted by: Ellie Pragnell (Chair), Caroline O'Leary (Manager)

Date: September 24

Policy Review Date: September 25