

Muddy Boots Pre-School CIO

Information and Records – 10.16 Social Media



Review Date:	SEE COMMITTEE POLICY REVIEW SCHEDULE
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Information and Records

Social Media

Policy statement

Muddy Boots Pre-school 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 setting, as well as ensuring that our good reputation is upheld. Staff must remember that they are ambassadors for our setting both within and outside of working hours and are expected to conduct themselves accordingly when using social media sites.

Procedure

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

- Facebook
- Instagram
- TikTok
- Tumblr
- X (formerly Twitter)
- YouTube
- Personal blogs/vlogs and websites
- Comments posted on third party blogs/vlogs or websites
- Online forums

Social media rules

- We have a Facebook account, which is set up as a “post only by admin” page. Others will not be able to post onto our page. Parents will be able to comment on our posts (e.g. in the event that we are sending reminders for events, raffle prize donations, etc.)
- Replies/comments will be moderated by admin staff and posts considered and deleted where it is felt they do not relate appropriately to the page’s purpose.
- No pictures of the children will go on our social media pages.
- We will only post pictures of planned activities or events with no children in the pictures.

When using social media sites, staff must not:

- Post anything that could damage our settings reputation.
- Post anything that could offend other members of staff, parents or children using our setting.
- Publish any photographs or materials that could identify the children.
- Accept invitations from parents/send invitations to 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 our setting. Instead invite the parent to raise the issue when they are next at the setting, 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 our setting or other staff members, or who publishes photographs of the setting or children, will face disciplinary action in line with our disciplinary procedure laid out in the Employee Handbook.

General use of social media

We will use social media sites for:

- Advertisement for the setting.
- Communication purposes to parents and followers of Muddy Boots.
- Keeping parents and followers up to date with what is happening at the setting for example key events or activities taking place.

General cautions for using social media

When using social media in any context it is wise to bear in mind the following points:

- 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 – Google never forgets!

Related policies

See also: 1.2 Safeguarding and Child Protection
 1.6 Use of Mobile Phones and Cameras
 10.9 Confidentiality and Client access to Records