



SOCIAL MEDIA & SOCIAL NETWORKING POLICY

Updated by Rachel Traczyk
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This Policy includes:

- Parents/ Employees: Social networking, internet and social media
- Employees: Social Networking
- Personal web blogs

Purpose

We recognise that many parents/employees may connect together through online social network services like social media or WhatsApp chat. Whilst we support parents/employees socially connecting together outside of Little Sparrows, it does come with risks which could breach our policies - that are in place to protect and safeguard.

PARENTS & EMPLOYEES

Social networking & Social media

We ask that any parent/employee who chooses to join a group chat or connect on social media with other service users/colleagues follow these guidelines for the protection of other children, parents, staff and the company. Especially where concerns are raised, these need to be dealt with in a fair and prompt manner.

In line with our policies, Little Sparrows would appreciate if parents/employees would note the following guidelines when using messaging and social media and networks platforms:

- a chat group/ post should never be used to air grievances, concerns or complaints. (Please see our updated Complaints Procedure)
- Identify children or staff
- Share pictures of other children, staff or the nursery on social networks including private messaging services like Whatsapp to family members, friends and other parents.
- Make personal comments about staff, children or other parents
- Discuss incidences between children or staff - including privately messaging other parents (please follow our Complaints Procedure)
- Use threatening behaviour
- Bring the Company into disrepute
- Disclose personal data or information about any individual that could break the General Data Protection Regulation, 2018

Little Sparrows will not tolerate inappropriate emails, messages or posts. If someone makes an inappropriate comments please contact Cheryl.

EMPLOYEES

Social Networking Sites

Little Sparrows Day Nursery requires that employees of the nursery refrain from adding service users (parents) of the nursery as 'friends' on social networking sites. The setting respects the right of a private life for employees, however, we must also ensure that confidentiality and our reputation are protected. We require our staff to:

Staff Guidelines on the Use and Content of Social Networking Applications. Staff must:

- Exercise care in 'setting appropriate boundaries' between their personal and public online behaviour, understanding that what is private in the digital world is easily searchable, sharable and often has the possibility of becoming public, even without their knowledge or consent
- Be aware that any reference to working with children could put them at risk of grooming by a sexual predator or by a person seeking access to our information relating to a child which they are not entitled to
- Refrain from identifying themselves as working for the early years setting
- Not post anything on to social networking sites such as Facebook that could be construed as having any impact on the nursery's reputation or relating to the nursery or any children attending the nursery in any way;
- Ensure that they do not conduct themselves in a way that is detrimental to the early years setting, and

- Take care not to allow their interaction on these websites to damage working relationships between themselves and service users (parents) of the early years setting.

If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in their dismissal.

Parents are asked not to compromise staff by requesting they be 'friends' on social media websites.

Personal Web Blogs

Employees of the nursery are free to set-up personal weblogs or blogs on the internet, provided they do not breach the law, disclose any of the settings confidential information, breach copyright, defame the company or its suppliers, customers or employees, bring the setting into disrepute or disclose personal data or information about any individual that could break the General Data Protection Regulation, 2018.