1.7 Social Media Policy

Policy statement

This policy sets forth guidelines that Staff and Committee members should follow for all online communications which refer to Enstone Pre-school.

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

- Facebook
- Twitter
- Personal Blogs
- MySpace
- MSN
- Personal Websites
- LinkedIn
- Snapchat

Social networking sites allow for more personal information to be accessed by the public than ever before. With this in mind, because of the very nature of our business we have a strict policy regarding our employees' use of social networking sites.

Whilst we do not forbid Staff from using social networking sites, we need to impose certain restrictions on an employee as to their profile content in relation to Enstone Pre-school and the passing of certain work related information and must comply within the law with regard to copyright, plagiarism and the General Data Protection Regulations.

Procedures

- Pre-school holds the employee individually responsible for reading, knowing and complying with any social networking terms of service document of the sites they use.
- Staff must not list the name 'Enstone Pre-school' on any social networking site.

- Staff must not identify themselves as an employee of Enstone Pre-school. A social networker becomes, to some extent, a representative of their workplace, and everything s/he posts has the potential to reflect on the group and its image.
- If a connection has already been revealed by an employee, posts should contain disclaimers that make it clear that opinions expressed are solely those of the author and do not represent the views of the group.
- Staff of Enstone Pre-school must NOT identify themselves as working with children.
- All information regarding anything to do with Enstone Pre-school is not to be discussed or referred to on such sites, even in private messaging.
- There must not be any disclosures of personal information with regard to other members of staff, Pre-school children, parents and / or carers.
- Staff must not log on to any social networking site during working hours, including designated lunch breaks. Online times and times of post can be seen by other users who may assume that the Pre-school allows access within the setting compromising the safety of children in our care.
- Staff must not refer to children or their parents in any way. This includes coded references to people or incidents surrounding them.

Friendship and tagging

- Staff must not have, accept or request parents of children currently attending the setting or their known family members to be network friends. The only exception to this is other members of staff and main committee officers (chair, treasurer, secretary) which is necessary for the sharing of Pre-school information.
- All pre-school staff must comply with the General Data Protection Regulations in and out of work time.
- Staff must never share or post photographs that show any child from the group in any form; on personal social networking accounts / websites / blogs; even with parental consent and even if the format has no connection with the setting (e.g. taken at a social occasion).

Enstone Pre-school Facebook Groups

We have three Facebook Groups

1) A closed group called 'Enstone Pre-school'. This is ONLY to be used for our events, messages to parents and details of our topics and sessional planning. No photographs of children are used on this page. Pictures of members of staff may be used providing consent is obtained from the member of staff. Privacy settings ensure that whilst anyone can find the group, only members can see posts and who is in the group. It cannot be shared or tagged without consent from an administrator or moderator. Only parents/carers of current children attending the setting are able to join. This page is run by nominated staff members.

2) A closed group called 'Parents and Carers of Enstone Pre-school'. This is a closed group which parents of current children attending the setting are invited to join. Only parents of children attending the setting can use this site. When a child leaves the setting the parent is removed. Strict privacy settings ensure that content cannot be shared or tagged outside the group. This page is run by nominated committee members.

3) A public group called 'Enstone Pre-school Events'. This is a public page used to detail fundraising events for Enstone Pre-school only unless agreed with the committee, and is linked to the 'Parents and Carers of Enstone Pre-school' page but does not detail any personal or private information. This group is open for anyone to see posts. This page is run by a nominated committee member.

These social media sites are set up with two nominated administrators to approve and monitor activity on the social media sites. All posts are verified in advance of being placed on the social media site by parents. Any inappropriate posts will be removed and the user reported and blocked from the site. Clare Loose (Manager) is our nominated staff member responsible for the overall supervision of our Facebook pages. Clare is also our nominated staff member responsible for the running of our closed 'Enstone Pre-school' Facebook page and can post on this closed group. Emma Crockford is our named Committee Member responsible for the overall running of both our 'Parents of Enstone Pre-school' closed group and our 'Enstone Pre-school Events' public group and can post on both of these groups. Clare and Emma both have the appropriate DBS checks in place and Clare has completed Safeguarding Training.

Our Facebook pages are not a replacement of already established communication methods with parents but is a tool used for updates and sharing relevant information. Our Facebook pages are an extension of the early childhood services form of communication. They are not used for personal communication for staff, committee or parents. Images of individual or groups of children are not normally uploaded to the site. Should we wish to include any photographs e.g. Fundraising Event, Group Outing etc., prior permission from parents will be obtained. A review will be completed each year to review content and remove old images or videos past the expiry date.

Further guidance
Pre-School Learning Alliance Facebook Mini Guide
Social media, specifically Facebook, enables users to share information on the Internet very quickly and easily. As one of the fastest growing areas of communication it can be an effective way to encourage communication with parents and other stakeholders. However, Facebook can also represent a risk with regard to brand, resourcing and legislation.

Key principles
When using Facebook, early years providers should:
• Implement and use the technology appropriately and strategically as a tool to further the aims of the organisation.
• Respect copyright and fair use laws.
• Be clear about the need for and purpose of the Facebook page being created.
• Monitor and evaluate the impact.

Creating and managing Facebook accounts

The owner, directors or trustees of the early years provision should provide approval prior to a Facebook account being created for the provision, and periodically risk assess the page. They should ensure that only staff or committee members with a satisfactory DBS check are involved in creating or managing the account; that an official organisation email address – and not a personal one – is used, and that staff follow agreed guidance. Passwords must be a minimum of eight characters long, and include a combination of at least three of the following: upper and lower case letters, numbers and symbols, and should be changed at least every six months, or when any of the account administrators no longer has responsibility for administering the account.

Staff / Committee Members managing Facebook must not:

• Give out personal mobile numbers

• Knowingly follow or become a friend of or regularly engage with children or vulnerable adults, unless parental/guardian/support worker consent is obtained.

• Post personal information that can identify and locate a young person/vulnerable adult.

• Identify an individual or individual's Facebook profile as a young person/vulnerable adult in any public forums.

• If a member of the public reveals personal information about themselves on the page, it should be removed where possible and the individual contacted to explain the risks of revealing this information publicly.

Child protection and social media

• If suspicious behaviour towards a young person/vulnerable adult whilst using Facebook is suspected or detected, a referral should be made to children's services in line with the local safeguarding children's board, in addition to reporting it to the Child Exploitation and Online Protection Centre (CEOP).

• Where a young person/vulnerable adult may be in immediate danger, always dial 999 for police assistance.

• In both cases details of the incident should be recorded in line with the provider's safeguarding procedures.

• Where the local children's safeguarding board has issued guidance in relation to organisational use of Facebook, their procedures incorporated into the provider's procedures. If a member of staff suspects that a person using the social media is under the minimum age of 13, they should refer the individual to Facebook's guidance on minimum age.

• Images must only be shared on Facebook when necessary consent has been received by the individual in the photo, or for a child, by their parent/carer, stating that the early years provision can use the image(s) on Facebook. Personal information relating to children appearing in images, like their name, must not be posted.

Disclaimer: *The information contained within this policy is not an exhaustive list of issues on the subject matter covered and is available as a source of guidance only. It does not, and is not intended to, cover every eventuality. Settings are responsible for all decisions they take and should seek expert guidance on matters of uncertainty. A free 24/7 legal advisory helpline and an information helpline are available for Alliance members.*

Guidelines for using Facebook

• Be professional: You are an ambassador for your early years provision.

• Respect the privacy of colleagues, peers and stakeholders.

• Be clear on what types of information you will post.

• Give meaningful and respectful responses.

• Monitor and moderate postings.

• Always get permission if copying or using data from somewhere else and give proper credit.

• Do not post personal, sensitive or confidential data.

Checklist and risk assessing Facebook

You will need to consider what you want to achieve and why you are using a Facebook page to do so and any risks involved. Undertake an exercise with the management of staff at your provision, to respond to the following questions. This should provide you with a clear strategy and procedure for using Facebook.

• Set out a clear goal.

• What information will you share and why?

• How will you develop the content?

• Who will be responsible for managing it?

• Who is the intended audience?

• What tools will you use?

• Is this tool right for your brand?

• Is there something already in place that you can use?

• How regularly will you be using the page?

• Do you have the capacity to maintain the page?

• Steps you will take to reach your desired goal?

• What is the intended lifespan of the page?

• What are the risks?

• How often will you review the page?

• What would be the potential consequences of

• misuse of the page?

• Are there any potential child or vulnerable adult

• protection issues?

Useful Pre-school Learning Alliance publications

Effective Marketing and Publicity for Early Years Settings (2008)

Managing Risk (2009)

Safeguarding Children (2013)

Safeguarding through Effective Supervision (2013)

Website Development and Design (2009)

For further advice

Please contact Information Services:

T. 020 7697 2595 E. info@pre-school.org.uk

This policy was adopted by		*(name of provider)*
On		*(date)*
Date to be reviewed		*(date)*
Signed on behalf of the provider		
Name of signatory		
Role of signatory (e.g. chair, director or owner)		