



## **SOCIAL MEDIA POLICY FOR KATEY'S NURSERY & PRESCHOOL.**

### **Policy statement:**

#### **Definition of social media:**

'Social media' refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.' The company's social media platforms (Facebook, SLACK, WhatsApp and Instagram, however this list is non-exhaustive) are created to provide opportunities in areas such as Marketing, Customer service, Networking, and Job opportunities.

#### **Purpose of this Policy:**

This policy is designed to ensure the safe use of Social Media by employees and employers, aiming to avoid risks such as breaching confidentiality, copyrights, criminal activities, cyberbullying, harassment, discriminatory comments, endorsing political causes, and excessive use during work. All staff are expected to sign this policy and adhere to its content.

#### **Personal Use In and Outside of Work:**

The company acknowledges that staff uses social media platforms outside of work.

It is the employee's responsibility to follow the Company's Social Media policies and procedures.

Pictures taken at the nursery setting should not be published on personal social media pages.

Pictures taken at the nursery setting can be published on the company's social media platforms by the Social Media Content Creator.

Company content can be reposted on employees' social media to promote the company.

#### **Company Responsibilities:**

Ensure rules and procedures regarding social media use comply with legislation.

Introduce employees to the Social Media policy and inform them about any changes and updates.

Social Media screening may be conducted by the recruitment team to check suitability for the job.

#### **Social Media Guidelines:**

Under no circumstances should friend requests be accepted from children under the age of 13.

Personal social media sites should not be accessed on the nursery computer or any other ICT equipment.

Staff may access their own social media pages from their own phones, tablets or laptops only during breaks in the designated staff room area and off-site.

Employees are not allowed to make offensive remarks about their employer/colleagues.

Employees have the right (and responsibility) to contact their Manager/Safeguarding Lead if they have any concerns about information on their social networking site or if they are the victim of cyberbullying.

#### **Security Measures:**

Avoid publishing personal information such as date of birth and home address on social media.

Employees are responsible for ensuring that any comments and/or images posted on Social Media are not defamatory or in breach of copyright legislation.

### **Social Media Content Creator Roles and Responsibilities:**

Social Media Content Creator is allowed to add pictures on the company's Social Media platforms.

Social Media passwords are not to be shared with other employees.

Ensure content posted on social media platforms does not include children's faces.

Ensure posted content is appropriate, inviting, and promotes the company in educational and business aspects.

Ensure Social Media consent forms are signed by all staff members before posting their images.

### **Safely use Social Media platforms: Specific Platform Guidelines:**

Pictures of other employees are allowed to be posted on the Company's social media platforms by the Social Media Content Creator upon signing the company's consent form.

Employees are not allowed to post pictures of themselves/other employees wearing a work uniform with the displayed company's logo on personal Social Media platforms.

SLACK and WhatsApp are considered Social Media platforms, with specific guidelines for educational and business use.

### **Consequences for Unacceptable Use:**

Unacceptable use of Social Media platforms will be addressed by the Manager.

Evidence will be presented, and misuse of social media will be explained during a meeting.

Depending on the scale of the case, an investigation may be carried out, leading to a disciplinary meeting.

### **Benefits and Compensation:**

No tangible and intangible benefits will be provided to employees for posting their pictures on the company's social media platforms.

As per our company policy, we will seek consent from employees each term to include their images and videos on our social media channels.

**Our Social Media policy will be reviewed annually or sooner, if necessary, considering specific events or relevant statutory changes.**