



Social Media and Communication Policy

It is important when using social networking sites that staff maintain confidentiality and ensure professional practice at all times. This is to protect the children, parents & families of the setting along with the staff.

It is also to safeguard the nursery reputation and the staff's own personal reputation, and continues to apply once a staff member leaves employment with Bright Sparks.

There are too many social media sites to mention them all by name. This policy covers them all for example: Facebook, Twitter, WhatsApp, Messenger and Snap Chat. This policy is achieved by monitoring & ensuring awareness that:

- Staff must act in the best interests of the children & the setting. Staff guidelines when using social media sites include but are not limited to:
- Staff must not mention any of the children from the nursery on their online profiles
- Staff must not write direct or indirect suggestive comments about work on their online profiles
- Staff must not publish photos of the children on their online profiles
- Staff must not publish photos of other staff while in the nursery on their online profiles
- Staff must not write anything about other staff members on their online profiles
- Staff must not use mobile phones to take photos in the nursery or to access social networking sites during their working hours
- Staff must not mention any of the companies that Bright Sparks works with on their online profile
- In order to maintain professional boundaries staff should not accept personal invitations to be friends from parents of the nursery unless they already know them in a personal capacity. Instead parents should be signposted to 'like' the official Facebook page. Staff must not initiate social media friendship requests with parents of the nursery.
- Be cautious & mindful when accepting friend requests from colleagues; if a staff member leaves employment with Bright Sparks then appropriate professional boundaries and confidentiality must be upheld in any communications with them to maintain the best interests of the nursery.

- Staff members are advised to set their online profiles to private so that only friends are able to see their information.
- Staff are responsible for adhering to the terms of service of each site they use
- Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour for a childcare professional
- The nursery logo must not be used in social media apart from the official Facebook page.
- Staff must not put the settings contact details on social media. Parents should be signposted to the nursery web page.
- Staff will not have the nursery name anywhere in their personal profile.

Any breaches of the social media and communication policy will result in disciplinary action and could be deemed gross misconduct resulting in Instant Dismissal.

- Staff must use social media in a professional, safe, responsible & respectful way. You must comply with the law.
- Staff must not use social media to attack, insult, abuse, defame or make negative or discriminatory comments about anyone.
- Staff must be mindful that everything you post online is public, even with the strictest privacy settings. You must assume that everything is permanent & may be shared.
- Bright Sparks treats ‘electronic behaviour’ as it would ‘non-electronic behaviour’
- Bright Sparks has a Facebook page available. This is a communication tool for the setting. We will use it to:
 - Promote certain events such as parent consultations, trips, social events & visitors
 - Update parents on staff training & development
 - Give hints and tips for activities the children have enjoyed and home learning ideas
 - To give news
 - To show photos of activities, trips or special events
 - We also want to invite your thoughts & comments.
- The nursery managers (including deputies) are the page administrators.

- The page administrators are the only persons allowed to add content of any kind to the Facebook page. The intent of the policy is to protect the privacy and rights of the nursery, staff & families.
- We will not allow any postings that:
 - Name specific individuals in a negative way
 - Are abusive or contain inappropriate language or statements
 - Use defamatory, abusive or generally negative terms about any individual
 - Do not show proper consideration for others privacy
 - Breach copyright or fair use laws
 - Contain any photos of children without necessary parental consent.
 - If you would like to report an inappropriate comment then please contact a nursery manager.