

Social networking Policy

Please also see [Confidentiality Policy](#)

Statement of Intent

Blakeney Pre-school understands that staff members, parents and volunteers will wish to make use of social networking sites. For the protection of children and staff and to maintain Blakeney Pre-school's excellent reputation in the community it is important that confidentiality be maintained and experiences within the workplace are not publicly discussed on personal social networking sites.

Blakeney Pre-school may in the future set up social networking accounts for business use. Guidelines are required for how these should be managed.

Aims

In order to protect children and staff, staff are not permitted to discuss their work on social networking sites and we request that rota parents keep confidential anything relating to another child or staff member that they may witness whilst on rota duty. Social networking for business purposes must be managed professionally and by authorised persons only.

In order to fulfil these aims

- Staff are not permitted to access the internet, including any social networking sites, whilst at Blakeney Pre-school except for work purposes. Please see [Internet](#)
- Blakeney pre-school has a face book page, set up and run for business purposes, e.g. for the promotion of Blakeney Pre-school or communications with parents, it is accessed and modified by Cathy Rowlands (Play leader) No identifiable photographs of the children are posted, names or any means of identifying children are also not posted.
- All communications on behalf of Blakeney Pre-school must be managed professionally and with regard to the protection and promotion of the public image of Blakeney Pre-school.
- The sending of offensive messages is prohibited. Please see [Cyber](#)
- If staff make use of social networking sites in their own time (e.g. Face book, twitter etc.) confidentiality must be maintained for the protection of children and staff. Negative or derogatory comments regarding Blakeney Pre-school must not be made and sensitive information about the business, staff, children or families must not be divulged.
- Parents are requested to keep confidential anything relating to another child or staff member that they may witness whilst on rota duty.
- Any images obtained by parents at pre-school events should not be posted on social networking or file sharing sites. Please see [Camera](#)
- Failure to follow the above policy may result in the implementation of disciplinary procedures. Please see [Staffing](#)

Facebook and Social Networking

There are too many sites to mention them all by name. This policy covers them all.

It is important when using social networking sites such as Facebook or Twitter that staff maintain confidentiality and ensure proper practice at all times. This is to protect the children, parents & families of the setting along with the staff. It is also to guard the nursery reputation and the staff's own personal reputation.

Staff guidelines when using social media sites include but are not limited to

- Staff must not mention any of the children from the pre-school 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 setting on their online profile
- Staff must not write anything about other staff members on their online profiles
- Staff must not use mobile phones to take photos in the setting or to access social networking sites during their working hours
- Staff must not mention any of the companies that Blakeney pre-school 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 setting unless they were already 'friends' or related –in this instance playleaders should be informed of this.
- 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 behavior for a childcare professional
- Staff will not have the setting name anywhere in their personal profile.
- Any breaches of the Facebook & social networking policy could result in disciplinary action.

Cyber Bullying

Cyber bullying may consist of threats, harassment, embarrassment, humiliation, defamation or impersonation; by email, text message, blogs, comments on social network sites or the sharing of someone's personal details without permission. Any staff member, parent or volunteer experiencing cyber bullying related to their employment at or involvement with Blakeney Pre-school should report this to the Pre-School leader or chairperson who will take appropriate action.

Bullying by staff members is listed as an example of misconduct in the disciplinary rules and will result in the implementation of disciplinary procedures. Please also see [Staffing Policy](#)