

PROCEDURES & POLICIES

Social Media

It is important that staff, committee members, volunteers and students observe proper practice when using social media. This is to protect everyone involved in the setting and to maintain our reputation.

All members of our Setting are forbidden from accessing social media for personal purposes whilst at work, whether on our computer equipment or your own (except for during authorised breaks.)

Social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs and video- and image-sharing websites such as YouTube and Flickr; however, this is not an exhaustive list.

We understand that many employees make use of social media in a personal capacity. While you are not acting on behalf of the Setting, you must be aware that you can still damage the Setting if you are recognised as being one of our employees.

Whilst you are allowed to say that you work for us, and sometimes want to discuss your work on social media, you must not make any derogatory comments regarding our business, other employees, Management, parents or carers, suppliers, or any other person, business or other entity in any way connected to our business. This applies whether or not it is on our equipment or your own and if communicated in works time or your own time.

Your online profile username (for example, the name of a blog or a Twitter name) must not contain the Pre-School or Extended Services names.

If you do discuss your work on social media (for example, giving opinions on their specialism or the sector in which the organisation operates), you must include on your profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer".

Any communications that you make in a personal capacity through social media must not:

1. Bring the Setting into disrepute, for example by:
 - criticising or arguing with parents or carers, colleagues or rivals;
 - making defamatory comments about individuals or other organisations or groups; or
 - posting images that are inappropriate or links to inappropriate content.

2. Breach confidentiality, for example by:
 - revealing trade secrets or information owned by the Setting;
 - giving away confidential information about an individual (such as a colleague or child, their parent or carer) or organisation (such as a rival business); or
 - discussing the Setting's internal workings or its future business plans that have not been communicated to the public.

3. Breach copyright, for example by:
 - using someone else's images or written content without permission; or
 - failing to give acknowledgement where permission has been given to reproduce something.

4. Do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - making offensive or derogatory comments relating to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or perceived sexual orientation;
 - using social media to bully another individual (such as an employee of the Setting); or
 - posting images that are discriminatory or offensive or links to such content.

5. Be of a nature which would cause us to lose faith in your integrity, or any of our parents or carers to lose faith in the integrity of the Setting.

To summarise:

You must not make any derogatory comments regarding our business, other employees, Management, parents or guardians, suppliers, or any other person, business or other entity in any way connected to our business. This applies whether or not it is on our equipment or your own and if communicated in works time or your own time.

You should also take care to limit who has access to view your comments or photographs etc on such sites. Alternatively if your behaviour is deemed

to have brought the Setting into disrepute, or caused any colleague, child, parent or carer, supplier, other business or any other entity connected to our business, to lose faith in the Setting, you will be liable to disciplinary action, which dependent upon the circumstances, could lead to your summary dismissal.

If in doubt.....don't post! Be smart about protecting the setting, yourself and your privacy. Remember what you publish is widely accessible and could be around for a long time, so consider the content carefully.

We ask that parents/carers and their children do not communicate anything positive or negative relating to setting on social media as this could have a detrimental effect on the setting.

We would also remind parents/carers and their children that photographs and/or videos taken at the setting or during setting events (e.g. end of term parties, presentations, fund raisers etc.) must not be posted onto social media.

The setting may use social media to promote it's services and provide information/reminders about events etc. Only designated staff (currently the administrator and Business Manager) will participate in social media on behalf of the setting.