



Social Networking Policy

Bearhugs Nurseries Ltd. realises that social networking is now an integral part of everyday life that many people enjoy membership of social networking sites such as Facebook/Twitter. However, we are also aware that these sites can become a negative forum for complaining or gossiping, and care must be taken not to breach our Confidentiality Policy or offend anyone using these sites. This social media policy applies to parents, members of staff, students, and volunteers at Bearhugs Nursery.

The following policy has been designed to give staff members clear guidance as to what we at Bearhugs Nurseries Ltd. expect of our staff when accessing these sites.

The absence of, or lack of, explicit reference to a specific site does not limit the extent of the notification of this policy. Where no policy or guidelines exists, employees should use their own professional judgment and take the most prudent action possible.

Consult your manager/owner if you are uncertain.

Breach of Confidentiality will result in disciplinary action and may result in the termination of our contract.

When using social networking sites staff members should give due regard to the following:

- Social networking sites (e.g. Facebook, Instagram, Snapchat).
- Blogs - should have a clear disclaimer that the views expressed by the author in the blog is the author's alone and do not represent the views of the nursery. Be clear and write in first person.
- Discussion forums.
- Collaborative online spaces.
- Media Sharing services (i.e. YouTube).
- Micro-blogging (i.e. Twitter).
 - Always be respectful to: -
 - The nursery.

- Other staff members.
- Parents and relatives.
- Children.
- Partners.
- Competitors .

Staff should be aware that any disrespectful comments to the above may be seen as libellous.

As part of our duty to safeguard children it is essential to maintain the privacy and security of all our families. We therefore require that:

- Social media activities should not interfere with work commitments.
- Remember at all times in or out of working hours you are an ambassador for Bearhugs Nurseries Ltd. and your online presence reflects on the setting. Be aware that your actions captured via images, posts, or comments can reflect on our setting.
- Do not reference or cite Bearhugs Nurseries Ltd., parents or children without their express written consent.
- Respect copyright laws, and reference or cite sources appropriately.
- Plagiarism applies online as well.
- Nursery logo and trademarks may not be used without written consent.
- Any employee who becomes aware of social networking activity that would be deemed distasteful should make their manager/owner aware. All staff shall adhere to the above; breach of this policy may result in disciplinary action.
- No photographs taken within the nursery setting or at nursery special events and outings with the children, are to be posted for public viewing, except those of your own child. (The nursery has its own Facebook page, with parent's permission to share photos etc).
- Staff are advised to manage their personal security settings to ensure that their information is only available to people they choose to share information with.
- Staff **should not** accept service users, children and parents as friends due to it being a breach of expected professional conduct unless they already know them in a personal capacity **before** their child starts at the setting. Staff should avoid personal communication, including on social

networking sites, with the children and parents with whom they act in a professional capacity.

- Staff should not share information they would not want children, parents or colleagues to view.

Bearhugs Nurseries Ltd.'s Use of Social Networking Sites:

- The management reserves the right to use Bearhugs Nurseries Ltd. Facebook page as an advertising tool and for marketing purposes.
- Parents should be aware that this is an open site accessible to all and Bearhugs Nurseries Ltd. strongly discourages parents from posting general comments regarding their children, which may make them vulnerable.
- Photos placed on the website will not show any recognisable photos of the children without prior written consent.
- Children will not be named and tags will not be used.

Parents should:

Parents are advised that they do not have a right to photograph anyone else's child or to upload photos of anyone else's children. (This excludes those photographs taken by staff for the children's online learning journal, which are sometimes used for display in the setting, for use on the Bearhugs nursery website and in other advertising material if parental permission is given).

- No public discussions are to be held or comments made on social media sites regarding the nursery children, staff or business (except appropriate use for marketing fund raising events) or that could be construed to have any impact on the nursery's reputation or that would offend any member of staff or parent using the nursery.

General guidelines for using social media:

- Remember that no information sent over the web is totally secure and as such if you do not wish the information to be made public refrain from sending it through social media.
- Maintain professionalism, honesty and respect.

- Apply a "good judgement" test for every social media post you make.

Note: Bearhugs Nursery will use social media to advertise fund raising events throughout the year.

Signed on behalf of Bearhugs Nurseries Ltd by:

Manager/Owner

Date: 1st May 2020

Review Date: 1st May 2021