



Social Media Policy

Purpose:

- The purpose of the Social Media Policy is to protect the privacy and rights of children, parents, families of Little Rays along with the staff.
- This policy covers all forms of Social Media, including but not limited to Facebook, Twitter, Instagram, Personal Blogs etc.
- It outlines the use of the Little Rays Facebook Page.
- For the purpose of this policy 'children' refers to the children currently attending Little Rays Nursery. 'Online profiles' refers to any form of social media.

Policy:

Staff use of Social Media

1. Social media should never be used in a way that breaches any of our policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, employees are prohibited from using social media to:
 - a. Breach our obligations with respect to the rules of relevant regulatory bodies, including OFSTED;
 - b. Breach any obligations they may have relating to confidentiality;
 - c. Breach our Disciplinary Rules;
 - d. Defame or disparage the Nursery or its affiliates, parents, children, business partners, suppliers, vendors or other stakeholders;
 - e. Harass or bully other staff in any way OR breach our Anti-harassment and Bullying Policy;
 - f. Unlawfully discriminate against other staff or third parties or breach our Equal Opportunities Policy;
 - g. Breach of Data Protection (for example, never disclose personal information about a colleague, child or parent online);
 - h. Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).
2. Staff must act in the best interests of the children and the setting. Staff guidelines when using social media include, but are not limited to:



- a. a. Staff must not mention any of the children from the nursery on their online profiles.
 - b. b. Staff must not write direct or indirect suggestive comments about work on their online profiles.
 - c. Staff must not publish photos of the children on their own online profiles.
 - d. Staff must not use mobiles phones to take photos in the nursery and must only access social media networks on their break off the premises.
 - e. In order to maintain professional boundaries staff should not accept personal friend invitations from parents of the nursery, unless they know them in a personal capacity prior to starting work at the nursery, for example relative or close friend.
 - f. Be cautious and mindful when accepting friend requests from colleagues.
 - g. Staff members are advised to review their privacy settings and be aware of what information can be viewed on their profile.
3. Staff must be mindful that everything shared online can be 'public', even with the strictest privacy settings.
4. Breach of this policy may result in disciplinary action up to and including dismissal. Disciplinary action may be taken regardless of whether the breach is committed during working hours, and regardless of whether our equipment or facilities are used for the purpose of committing the breach. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.
5. Staff may be required to remove internet postings which are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.
6. If a staff member becomes aware of any social networking activity that identifies Little Rays, staff, children or families in a detrimental way then they should notify the management team immediately.
7. Personal use of social media is never permitted during working time by means of Little Rays computers, networks and other IT resources and communications systems.



Little Rays Facebook Page

1. Little Rays has a Facebook page available. This is a communication tool for the setting. It is used for extending parent partnership through:
 - a. Promoting certain events and happenings at the nursery or giving any news updates.
 - b. Giving hints and tips on activities to extend children's learning at home.
 - c. To show photos of activities, trips or special events.
2. The management team are the page administrators.
3. This is a public page.
4. Children's pictures will only appear on the page if prior permission has been given by parents and carers. Permission is requested during the admission process and a list maintained by the management team.
5. We welcome appropriate parents and staff comments on the Facebook page, however the administrators reserve the rights to remove any comments at any time.

Parents use of Social Media

1. During the Registration Process parents are asked to give permission for their child to appear on social media. There is absolutely no obligation to provide permission and it should be the parents' choice as to whether they appear or not.
2. We ask parents to respect our Staff Social Media Policy and professional boundaries and not send personal friend invitations to staff members. Unless they know them in a personal capacity prior to joining the nursery, for example relative or close friend. Existing online friendships are required to be signed off by the Duty Manager.
3. When photographs are taken by parents at Little Rays events, we request that parents keep them for personal use only and do not post these on social media as they may contain a child, who's parents wish for them not to appear online.
4. If parents see something online that is linked to Little Rays, that they don't feel comfortable with, we request that they notify Little Rays immediately so we can be aware and take action if possible.

Linked Policies and Forms

Safeguarding Policy

Registration Form

Staff Handbook – Social Media Policy

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