



Facebook and Social Networking Policy

It is important when using social networking sites that staff maintain confidentiality and always ensure proper practice. This is to protect the children, parents & families of the setting along with the staff. It is also to guard the pre-school reputation and the staff's own personal reputation.

There are many social networking sites on the internet.

- Facebook allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- Twitter allows registered members to broadcast short posts called tweets, to post pictures and to respond to the tweets of others.
- Pinterest is a platform for sharing and categorising images found online.
- Instagram is a platform for capturing, editing and sharing photos, videos and messages.

The most prominent are listed above but these are not the only platforms. Our policy refers to ALL social media sites.

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 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 pre-school on their online profiles unless permission has been sought.
- Staff must not write anything about other staff members on their online profiles unless permission has been sought.
- Staff must not use mobile phones to take photos in the pre-school or to access social networking sites during their working hours.
- Staff must not mention any of the outside agencies that All Saints Pre-school works with on their online profile.
- To maintain professional boundaries staff should not accept personal invitations to be friends from parents of the pre-school unless they have known them in a personal capacity prior to the child starting with us. Instead, parents should be signposted to 'like' the official Facebook page. Staff must inform the pre-school management of any such friendship prior to the child starting with us.
- Be cautious & mindful when accepting friend requests from colleagues.
- Staff members are advised to set their online profiles to private so that only friends can 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 pre-school 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 pre-school web page.

- Any breaches of the Facebook & Social Networking policy could result in disciplinary action.
- 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.

Social media can be abused and may have several negative impacts if used inappropriately, maliciously or unwisely.

Examples include:

- confidentiality breaches
- cyberbullying and “trolling”
- radicalisation
- abuse.

Our staff will be trained to be aware of such issues both as part of their safeguarding duties and when considering their own professional conduct.

Cyberbullying

Cyberbullying refers to the use of social networks, email or mobile phones to threaten, upset, embarrass or humiliate someone. Our staff are trained to be alert for signs of such bullying and report it.

Children in early years are less likely to have unsupervised access to computers and digital devices that make them vulnerable to cyberbullying. However, such devices are a major part of modern life and it is important for even the very young to learn the basic concepts of staying safe online. Many young children will have experience of social media through their parents and may be inquisitive about it.

In addition, staff themselves can also be subject to cyberbullying through social media.

Trolling involves people using the internet, and social media, to deliberately deceive, annoy and irritate others. Trolls may try to encourage others to do something foolish or simply try to sow discord and cause offence.

Radicalisation

Early years providers have a duty to do all they can to help prevent radicalisation and to protect children from being drawn into belief systems that preach hate, extremism, intolerance and violence. Social media is sometimes used by extremist groups to spread such messages.

Sites such as Facebook are obligated to remove illegal content when notified of its presence on their platforms.

We support the Prevent duty, the national strategy to safeguard children and young people from being drawn into terrorism. We are also alert in protecting our staff from such radicalisation. See Prevent Duty Policy.

Abuse

Social networking sites can be used by paedophiles as a way of accessing children and young people and grooming them for sexual abuse. Again, children in early years are unlikely to be directly groomed online as they will not generally have unsupervised access to computers or phones.

However, abusers can use social media to swap messages about abuse, to network with other abusers and even to exchange images and videos. In addition, early years staff or volunteers can be involved in abuse themselves. We, as a pre-school, will be constantly alert to this.

All Saints Pre-school treat 'electronic behaviour' as it would 'non-electronic behaviour'.

All new employees, volunteers and students will be made aware of the social media policy during induction. The policy will be discussed at staff meetings when necessary and included during training about data protection, safeguarding and information governance.

All Saints Pre-school 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.
- 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 parent thoughts & comments.

The pre-school Manager and Deputy are the page administrators and will update the page on a regular basis. Other staff can post on our Facebook page but must seek permission from the Manager before doing so.

The page administrators reserve the right to remove any comments at any time. The intent of the policy is to protect the privacy and rights of the pre-school, staff & families.

We will remove 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.
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If you would like to report an inappropriate comment, then please speak to the Manager or member of the Management Committee.

Other policies that relate to this are

- Mobile Phone, Smart Watches, Camera and Social Networking Policy
- Photographic and filming policy
- Safeguarding policy
- Confidentiality policy

This policy was adopted as an addition to our Mobile Phone, Smart Watches, Camera and Social Networking Policy.

Review Date	Changes	Signature
11 th March 2021	Added sentence to bullet point 8 – staff must inform management of friendships prior to child starting. See highlights for additions	

- Volunteers will include anyone who is not paid by the pre-school – Committee, parents, students, work experience.