

SUNNY SKIES NURSERY OUR SOCIAL MEDIA POLICY [PoI 25] v2 08/15

Social Media is the term commonly given to websites and online tools which allow users to interact with each other, sharing information, opinions, photographs, knowledge and interests. Examples include social networking websites such as Facebook, Twitter, Bebo and MySpace, content sharing websites such as Flickr, Instagram and YouTube, blogs, chat facilities such as MSN, Snapchat, podcasts and message boards.

In order to maintain professionalism, confidentiality and comply with Data Protection laws, Sunny Skies staff will ensure responsible usage of any or all of these websites and tools by:

- Being responsible, remembering they are an ambassador for the nursery, Pennyhill Primary School, and Sandwell MBC
- Not making personal comments about individual children, parents or colleagues
- Not signing up parents/carers or ex-parents/carers as 'friends' on social networking sites
- Not posting or sharing photographs of children and or their families.
- Not posting or sharing photographs of colleagues without their prior permission
- Not identifying themselves [name and role] if they discuss work-related [nursery, school, education or care] matters in a public forum. It must be made clear if you are speaking for yourself, or, on behalf of the nursery. [Permission **must** be sought from a Line Manager to speak on behalf of the Nursery.]
- Protecting their own privacy, never giving out personal details such as home address, phone number etc.
- Not using the sites/tools during work time.
- Staying within the legal framework and being aware that libel, defamation, copyright and data protection laws apply
- Always remembering that participation online can result in comments being permanently available and open to being forwarded on to or accessed by people not originally intended to read them.

IMPORTANT

Staff should note that inappropriate use of social media can breach confidentiality and damage the reputation of the Nursery and or the school, which can lead to disciplinary action against team members.

HELPING CHILDREN ACHIEVE MORE

This policy forms part of our commitment to keeping children safe.