

## Auchinairn Early Years Centre



## Social Media Policy

### Rationale

At Auchinairn EYC we recognise that social media has become a part of everyday life for many individuals and families, including both staff and parents.

Our Facebook page allows for the free and easy exchange of information, photos of events and celebrations.

With particular regard to images of children and to enable our centre to comply with its strict Safeguarding requirements, it is necessary to set our terms around the use of social media in connection with how our nursery is presented publicly.

This policy covers (but is not limited to) the following social media channels:

- Facebook
- Twitter
- Instagram
- What's app
- Snapchat

· Any other social media group which bears the name of Auchinairn EYC.

The policy applies to the following people:

- Employees
- Volunteers/work experience students
- Parents/Carers

On your child's entry to Auchinairn EYC all parents/carers will be asked to give permission to use their child's work/photos in the following ways:

- For display in our centre
- For handbook or newsletters
- For the nursery website
- For the nursery **Facebook/Twitter** page
- For general media appearances, e.g. local/ national media/ East

Dunbartonshire literature or Education Scotland media. For their child's learning Journal.

This consent form is considered valid for the entire period that the child attends nursery unless there is a change in the child's circumstances where consent could be an issue, e.g. divorce of parents, custody issues, etc. We will keep a list of children for whom permission has not been granted and all staff will be provided with this information. Parents or carers may withdraw permission at any time. Children's names will not be published alongside their image.

## **Social Media**

### **Information**

Our Facebook service website is used for sharing information relating to our service. This includes photographs, videos, child activity updates e.g. sample plans and sample learning stories, fundraising and special days in the centre. Our Facebook page is used as an extension of the communication for parents to share and is not be used for personal communication for staff, committee or parents. Auchinairn EYC accepts that staff may choose to accept friend requests from **PAST** parents on social media sites. It is inadvisable to accept requests from **PRESENT** parents.

This policy sets out to ensure that the staff and parents are aware of the following risks and applies the relevant precautions.

- When using social media sites **no** reference should be given to specific children or parents by name.
- No photos taken on the nursery setting should be published on personal social media pages.
- If staff have chosen to accept friend requests from past parents they are asked to ensure any posts made are respectful of the setting and always maintain a professional attitude towards their work, or could bring the nursery into disrepute.
- Under no circumstances should friend requests be accepted from children under the age of 13.
- Social media sites other than the setting's own Facebook page should not be accessed on the nursery computers/laptops.
- Staff may access their own social media pages from their own phones during their breaks.
- Staff must not make disparaging remarks about your employer/colleagues. Doing this in the presence of others may be deemed as bullying and/or harassment.

· Other users could post a photo on their profile in which you are named, so think about any photos you appear in. On Facebook, you can 'untag' yourself from a photo. If you do find inappropriate references to you and/or images of you posted by a 'friend' online, you should contact them and the site to have the material removed.

· If you have any concerns about information on your social networking site or if you are the victim of cyber bullying, you should contact the Head of Centre immediately

· Ensure that any comments and/or images could not be deemed defamatory or in breach of copyright legislation.

Health and Social Care Standards: 3.20, 3.25, 4.1,

HGIOELC: 1.4 2.5 2.7

Realising the Ambition: 5.4 6.5, 7.2 & 7.3,

UNCRC: Article 17

Quality Framework: 1.2, 3.3

This policy has been reviewed and updated in consultation with staff and parent.

Signed: .....

May 24