

Safeguarding and Welfare Requirement: E-safety and sharing information

The e-safety and social media policy and procedures must include an explanation of what measures are in place to protect children's information and photos.

20. E-safety and Social Media Policy



Legislation

- Data Protection Act 2018
- General Data Protection Regulation (Regulation (EU) 2016/679)

Related Policies

- Whistleblowing
- Social Networking
- Safeguarding Children/Child Protection
- Online Safety

Statement of intent

With social media becoming more prominent in everyday life, it is important that we as a setting recognise this and put appropriate measures in place to protect firstly the children, then staff and the parents. Ridgemount Cottage understands that staff members have lives outside of work where they can and will make decisions about their own use of social networking sites. It is important to understand that seemingly innocent information, photographs, videos, opinions or comments are vulnerable to misrepresentation and unauthorised distribution through the internet.

Ridgemount Cottage Nursery uses Family software to monitor children and staff's attendance. It is used to communicate in a "closed" group of people. No information will be shared with a third party. Staff with the app on their phone will not share information outside the group.

The intent of the policy is to protect the privacy and rights of the nursery, staff & families.

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Code of practice

Staff Conduct

Staff members are reminded that their professional responsibilities at Ridgemount require them to act professionally in their social networking and internet activities, and to create a clear distinction between their **social** and their **professional** lives. Contact with parents must remain within the boundaries of their personal lives. The guiding principle here is “**think before you post**”.

As professionals it is vital that we:

- Assume that what is posted online is permanent and public.
- Write appropriately for the expected audience.
- Take responsibility for what is posted/distributed online.
- Use and maintain privacy setting to protect personal information, but do not rely on them.

As professionals it is vital that we don't:

- Post anything which might put the safety of the children at risk, damage the reputation of the nursery, or reputation of other colleagues.
- Share or redistribute material that may harm others in any way.
- Use the internet to form, or attempt to form, any relationships which could be inappropriate.
- Post without thinking.
- Post without considering the safeguarding risks.

This policy will evolve over time and will be subject to regular review.

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Where staff make use of web-publishing and social networks for professional purposes they

are expected to:

- Behave professionally and with integrity.
- Respect the audience viewing the information.
- Protect and enhance the value of the school reputation.
- Protect confidential and sensitive information.
- Be proactive in correcting any errors made.

Staff must not post comments or any other information on any public forum, website, social

networking site or blog:

- That are unsubstantiated and/or negative about the children in their care, the nursery, their colleagues, or parents/ carers.
- That run counter to the nursery's Safeguarding Policies.
- That recommend or appear to endorse law breaking of any kind.
- That give an account of any inappropriate behaviour.

Language and comments contained in emails sent in official or professional communications between staff, other professionals and parents should be appropriate and professional and only take place for legitimate, professional reasons.

In some cases, there may be a non-professional reason for a relationship to exist beyond the nursery (e.g. common interest/ common membership of a club, society or team/ family members). In such circumstances social communication may occur. Staff should, however, be aware of the risks involved and use their professional judgement to ensure that this communication is limited appropriately.

If staff become aware of, and /or are concerned about, any critical or unprofessional

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comments that are posted by colleagues they should draw these to the attention of the Manager in order that an official response may be posted if appropriate.

It is the responsibility of line managers to monitor staff use of social networks in the workplace.

Staff guidelines when using social media sites include but are not limited to:

- Staff must not mention any of the children from the nursery on their personal 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 personal online profiles.
- Staff must not publish photos of other staff while in the nursery on their online profiles.
- Staff must not use mobile phones to take photos in the nursery or to access social networking sites during their working hours, except on their lunch breaks in the staff room.
- Staff must not mention any of the companies that Ridgemount Cottage works with on their online profile.
- In order to maintain professional boundaries staff should not accept personal invitations to be friends from parents of the nursery unless they know them in a personal capacity.
- Staff members are advised to set their online profiles to private so that only friends are able to 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.
- Any breaches of the Facebook & social networking policy could result in disciplinary action.

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Nursery Facebook page

Ridgemount Cottage nursery has a Facebook page available. This is a public page, accessible to all. This is a marketing tool for the setting. We will use it to

- Promote certain events such as parent consultations, trips, social events & visitors.
- Update prospective parents on staff training & development.
- Give hints and tips for activities the children have enjoyed and home learning ideas.
- To give news.
- To share photos of activities, trips or special events.
- Children's photos will only be included with parental consent.

The nursery managers are the page administrators and will update the page on a regular basis.

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 nursery, 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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This policy was adopted by RIDGEMOUNT COTTAGE NURSERY LTD

On November 2024

Date to be reviewed November 2025

Signed on behalf of the provider *Stewart Hendry*

Name of signatory STEWART HENDRY

Role of signatory (e.g. chair, director or owner) OWNER

I have read and understood Ridgemount Cottage Nursery Ltd.’s E-safety and Social media policy.

The intent of the policy is to protect the privacy and rights of the nursery, staff & families.

I agree to abide by it and strive to maintain the highest level of confidentiality .

Signed

Dated