

## SOCIAL MEDIA POLICY

The use of on-line social networking sites (e.g. Facebook, Myspace, Twitter etc), and the use of mobile phones has become a very significant part of life for many people.

We at Wishing Well Family Centre have a responsibility to provide a safe environment for children in which their welfare is of paramount importance.

Wishing Well Family Centre has a high reputation to upkeep and comments made on social networking sites could impact on how parents using the nursery view the staff and services available.

It is important that staff ensure proper practice when using the internet including social networking sites. This is to protect the children, parents and other staff in the nursery. It is also to safeguard the nursery and your personal reputation.

Our policy states that staff members are allowed to use any social networking tools as long as they follow these guidelines regarding the impact social networking has on the nursery. Failure to comply with the above is an invasion of privacy and may infringe our Confidentiality Policy, Partnership with Parents & Conflict of Interest policy to name a few. The guidelines include but are not limited to:

- If an employee's personal internet presence makes any reference to the Wishing Well Family Centre, then the information posted would need to comply with the employment conditions.
- Staff must not publicly mention any of the children from the nursery on their on-line profiles.
- Staff must avoid writing indirect suggestive comments about the nursery on their social networking sites e.g. "I've had a bad day at work";
- Staff must not publish photos of the children on their on-line profiles;
- Sites should not be used to verbally abuse staff or students. Privacy and feelings of others should be respected at all times. Employees should obtain the permission of individuals before posting contact details or pictures. Care should be taken to avoid using language which could be deemed as offensive to others.
- Staff members are advised to set their on-line profiles as private so that only friends are able to see their information. This can help to prevent any accidental breaches of this policy.

- It is extremely important that relationships between parents and staff remain professional at all times, therefore we recommend that staff should not accept personal invitations to be friends from parents/carers.
- In social situations, including babysitting, staff need to understand the requirement for professional boundaries and be able to make the division between home/social situations and their professional duty to safeguard children.

Staff should be aware that we will take seriously any occasions where the services are used inappropriately. If occasions arise of what might be read to be bullying or harassment, these will be dealt with as stated in our policies.

Any misuse of Social Networking sites/mobile phones etc, that has a negative impact on Wishing Well Family Centre will be regarded as a disciplinary offence.

Also refer to -

Mobile phone policy

Conflict of interest policy

Confidentiality policy

Partnership with parents

Bullying policy