

Social Media Policy

1. ABOUT THIS POLICY

This policy is in place to minimise the risks to our business through use of social media.

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Tiktok, Instagram, X, Snapchat, WhatsApp, Google+, Wikipedia and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.

2. PERSONAL USE OF SOCIAL MEDIAx

Personal use of social media is never permitted during working hours or by means of our computers, networks and other IT resources and communications systems.

3. PROHIBITED USE

You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.

You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.

You must not mention your job title or occupation in any social media content.

You must not express opinions on our behalf via social media or post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.

You must not connect with a parent or guardian of any child under the care of the Nursery on social media. The contact details of business contacts made during the course of your employment are our confidential information. On termination of employment you must provide us with a copy of all such information, delete all such information from your personal social networking accounts and destroy any further copies of such information that you may have.

Staff are in a professional position and are responsible for the care and education of children. Therefore, they must not engage in activities on the internet which might bring the setting or its associated employees into disrepute.

It is not appropriate to share work related information whether written or pictorial in this way.

Any misuse of social media should be reported to your Deputy.

4. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.

Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your Deputy.

If you see social media content that disparages or reflects poorly on us, you should contact your Deputy or Director.

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5. BREACH OF THIS POLICY

Breach of this policy may result in disciplinary action up to and including dismissal.

You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

6. AIM

- That our duty to safeguard children is maintained.
- That the setting is not exposed to legal risk.
- That the reputation of the setting is not adversely affected.
- That our users are able to clearly distinguish where information provided via social networking applications is legitimately representative of the setting.
- That we do not damage our reputation.
- That we recognise our legal responsibilities.