



Putnoe Woods Preschool Social Media Policy and Procedures

Introduction

The main purpose of this policy is to safeguard the pupils who attend the preschool. It also provides guidelines which minimise legal risk and protect the reputation of the preschool, staff, and trustees.

This social media policy applies to our members of staff, students, volunteers, parents & families of the preschool. The guidelines apply to all social media sites such as X, Instagram, You tube, blogs. It is not limited to Facebook.

We make parents and their families aware of the guidelines through this policy which is available on our web page and through the 'Starting Preschool information pack'.

It is important when using social networking sites such as Facebook, Instagram or X that staff maintain confidentiality and ensure proper practice at all times. This is to protect the children, parents & families of the setting along with the staff. It is also to guard the preschool's reputation and the staff's own personal reputation.

Purpose of Facebook

Putnoe Woods Preschool has a Facebook page available. This will be used as a communication tool for the setting. We will use it for the following purpose:

- Promote events such as parent consultations, trips, social events & visitors
- Update parents on staff training & development
- To share news on events around Bedford for families to enjoy
- Share ideas of activities to do at home
- To share news
- To show photos of activities, artwork & crafts
- Allows for parental feedback, comments and communication

We will NOT:

- Show photos of any children that will identify them.
- Discuss any issues of any personal nature
- Share any data of any parent or child attending this preschool



The Preschool Office staff 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 preschool, 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 or the preschool.
- Do not show proper consideration for others privacy
- Breach copyright or fair use laws
- Contain any photos of children without necessary parental consent.

Staff Guidelines

- Maintain professionalism by not accepting parents/carers as 'friends' on social networking sites.
- Staff should refrain from communicating with parents via any social media site
- Refrain from divulging any information about children, parents and staff within the setting.
- 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
- Staff will not have the preschool name anywhere in their personal profile.
- Staff should be mindful that personal posts may have the potential to impact the preschool
- Staff must not respond to any comments or questions. This will be the responsibility of the Putnoe Woods Administrator.



Any member of staff, student or volunteer found to be posting remarks or comments that breach confidentiality and or are deemed to be of a detrimental nature to the preschool may face disciplinary action that may result in dismissal.

If a member of staff becomes aware of any social networking activity that identifies the staff children or families in a detrimental way, they should notify the Preschool Manager immediately.

Family Guidelines

We ask that our families adhere to the following:

- Refrain from divulging any information about children and parents within the setting.
- Refrain from making comments that may be seen as detrimental to the reputation of the preschool.
- Ensure that photographs or materials published on social networking sites do not identify the preschool, its staff or children and their families.
- We ask parents not to post photographs that contain children other than their own without express permission.
- Refrain from sending preschool staff 'friend' requests or communicate about the preschool as this may put our staff in an awkward position.

This policy is in compliance with the Data Protection Act 2018

Putnoe Woods Preschool is committed to safeguarding and promoting the welfare of children and young people, employees, students, volunteers, trustees and parents and expects all staff and volunteers to share this commitment.

Date of Policy: April 2016	Created by: Lucy Whitney
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Review Date	Reviewer	Amendments
21.5.18	Lucy Whitney	GDPR statement pg 1 & pg 3

Review Date	Reviewer	Amendments	Policy signed off on behalf of the Board of Trustees
April 2019		Whole policy rewritten and reviewed	
November 2019	Nikki Adams	New email address	
December 2021	L Whitney	Reviewed	
December 2022	Nikki Adams	GDPR changed to Data Protection	
September 2023	Jo Skelton		
April 2025	L Whitney	Added Instagram and X. Added communicating via social media	