



Social Media Policy

This policy sets out the rules for the regulation of staff, volunteer and student usage of social media. For the purpose of this policy social media includes but is not limited to:

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest
- Google Plus+
- LinkedIn
- Snapchat
- Blogs

Social media sites allow more than ever, other people access to public personal information. Taking this into account and owing to the very nature of our business Kingfisher Preschool has a policy to protect both the employees and its users.

Kingfisher Preschool acknowledges that social media is now part of everyone's daily communication and it doesn't stop staff from communicating using this interface.

Procedures

- Employees must not name 'Kingfisher Preschool' as part of their profile or their place of work or any social networking sites.
- Employees must not identify themselves as an employee of Kingfisher Preschool, or talk about issues relating to the preschool. A social networker becomes a representative of their workplace and therefore everything they post has the potential to reflect on the preschool and its image.
- If existing personal posts with a connection to Kingfisher Preschool have already been added employees should put a disclaimer that makes it clear that the opinions expressed are solely those of the author and do not represent the views of the preschool.

- Employees of Kingfisher Preschool must not identify themselves as working with children – this can lead to them becoming a target for predators to gain access to children.
- All and any information regarding Kingfisher Preschool is not to be discussed or referred to on any social media sites.
- There must not be any disclosure of personal information with regard to other members of Kingfisher Preschool Staff, children accessing the Preschool, parents and/or carers.
- Employees must not log onto social networking sites during working hours.
- Employees must not refer to children, parents or carers in anyway.
- Employees may 'like' and 'share' the Kingfisher Preschool Facebook site. They may comment on posts from the Kingfisher Preschool Facebook site, bearing in mind that they are a representative of the company.
- Kingfisher Preschool employees must not have or request parents of children currently attending the preschool or their known family members as 'friends' on social media sites.
- Staff must not accept friendship requests from parents or family members of children currently attending Kingfisher Preschool.
- If staff are already 'friends' on social media sites with parents and carers starting the setting they must politely 'unfriend' them from their contacts.
- Staff employees must never share or post photographs on social media sites that show any children from Kingfisher Preschool in any form their own personal accounts.
- Staff must make themselves available for management to be able to view their social media usage at any time.

To maintain a positive image, and protect users and children it is imperative that this policy is adhered to and upheld at all times. Failure to do this may result in disciplinary action being taken.

Date: 16th September 2016

Signed:

Kingfisher Preschool Manager

Review Date: September 2017

Staff Signatures:

I confirm that I have fully read and understand this policy. I will adhere to and follow the directives laid out in this policy.

PRINTED NAME	POSITION	SETTING	SIGNATURE	DATE