



Smalley Pre-school Social Media Policy

(Registered Charity No. 1033193)

Church Hall, Main Road, Smalley, Ilkeston, Derbyshire DE7 6EF

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Policy statement

We recognise the benefits of social media, but it also brings potential risk to the setting and to individuals. For the purposes of this policy, 'social media' is defined as websites and applications (apps) that allow people to create or share content and/or participate in social networking. Examples include, but are not limited to, Facebook, X, LinkedIn, Instagram, Snapchat, Reddit, Pinterest, YouTube, WordPress, Tumblr, Ask.fm and WhatsApp.

We realise that a growing number of early years and education groups use discussion groups, online chat forums and bulletin boards to share good practice and disseminate information and resources. The use of online discussion groups and bulletin boards relating to professional practice and continuing professional development is encouraged, although staff are reminded that they are representing the setting, and appropriate professional standards should apply to all postings and messages.

This policy supports our Recordkeeping Policy and Privacy Notice. It includes our standards and guidelines for using social media in a way that minimises the risks associated with its use, in line with the General Data Protection Regulation (GDPR), the Data Protection Act 2018 (DPA 2018) and best practice.

Scope and responsibilities

This policy applies to all use of social media, by all staff, including personal use, work-related use, during working hours or out of hours, onsite or offsite, through the setting's internet network or otherwise, on setting-owned or personal devices, on official social media accounts/platforms or personal accounts/platforms.

All staff are expected to comply with this policy. All leaders are responsible for ensuring their team read, understand and comply with this procedure.

In order for a platform to be deemed an official 'setting platform':

- Master privileges and access permissions are to be held by the setting.
- The setting must have editorial oversight of all content.
- The number of staff members with administrative rights should be limited to those necessary.

'Quasi setting' social media, for example X accounts such as 'Miss Hobday @ Setting', are not official setting platforms unless the above conditions are met. The setting will not accept liability for content and postings on accounts containing the setting name that have not been authorised and do not meet the official 'setting platform' criteria. Accounts used must be listed in the table at the end of this policy, and

personal information and pictures should not be posted without appropriate consent and oversight. Authorised accounts will remain the property of the setting and may be deleted at any time by the setting.

Our Data Protection Officer will provide assistance and further guidance on the use of social media in regard to data protection.

A breach of this policy could lead to disciplinary action.

Our social media standards

Any use of social media that could impact on the setting should meet these standards:

- Be kind – to others who may be affected directly or indirectly by your actions online.
- Be honest – about who you are and what you know.
- Be sensitive – to the setting, to others and to your position.
- Protect confidentiality – your own and others’.
- Maintain professional standards.
- If in doubt, don’t post!

Our social media rules

Staff are expected to:

- understand how to manage their security settings to ensure that their information is only available to people they choose to share information with;
- ensure the organisation is not negatively affected by their actions and do not name the setting;
- be aware that comments or photographs online may be accessible to anyone and should use their judgement before posting;
- be aware that images, such as those on Snapchat, may still be accessed by others and a permanent record of them made, for example by taking a screenshot of the image with a mobile phone;
- observe confidentiality and refrain from discussing any issues relating to work on social media;
- not share information they would not want children, parents or colleagues to view;
- set privacy settings to personal social networking and restrict those who are able to access;
- not accept service users / children / parents as new friends, as it is a breach of professional conduct;
- report any concerns or breaches to the designated safeguarding lead in the setting; and
- not engage in personal communication, including on social networking sites, with children and parents with whom they act in a professional capacity. There may be occasions when the educator and family are friendly prior to the child coming to the setting. In this case, information is shared with the manager and a risk assessment and agreement in relation to boundaries are agreed.

The only exception to the personal communication clause above is where a parent is a member of the committee and communication is required relating to the running of the pre-school.

Platform	User account name	Master administration role	Approved users (posting)	Date	
				Opened	Closed
Eg X	Babyroom@Setting	Business Manager	Activities Co-ordinator	16/5/19	

This policy was adopted by Smalley Pre-school

On 16.01.26

Date to be reviewed 16.01.27

Signed on behalf of the provider



Name of signatory

Joanne Rothwell

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

Chair of the Committee