

23. Social Media

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V1.0	Apr 2012	First adopted	Cttee	Dropbox.com Website	
V2.0	Oct 2015	Reviewed & updated	K Jones	Dropbox.com Website	Oct 2016
V3.0	Sept 2017	Reviewed, updated & version controlled	K Coupe & N Jeffreys-Jones	Dropbox.com Website	2019/20
V4.0	Sept 2018	Updated re GDPR	K Coupe	Dropbox.com Website	2020
V5.0	29 Apr 2019	Updated re pre-school's facebook page	K Coupe	Dropbox.com Website	Apr 2021
V6.0	3 Jun 2019	Updated wording under 'Friendship/Tagging' & deleted mention of 'lunch break'	K Coupe & E Roberts	Dropbox.com Website	June 2021
V7-0	25 Apr 2022	Updated as follows: <ul style="list-style-type: none"> • revised paragraph re Facebook – advice from EY Glos. Reference to where further support, advice and guidance can be accessed; • inclusion of list of associate policies & procedures as per GSCP section 175/157 safeguarding audit 2022 	K Coupe & R Burton	Dropbox.com Website	May 2024
V8-0	4 Oct 2023	Updated due to Charity Commissions new guidance Sept 2023	J Dyer	Dropbox.com Website	Sep 2024

Statement of Intent

This Social Media policy applies to all staff and committee members of North Nibley Pre-school. This policy has been updated in line with new guidance from Charity Commission and for this policy the Charity Commissions template has been used,

<https://www.gov.uk/government/publications/charities-and-social-media>

At North Nibley Pre-school we recognise that social media, professional networking sites, blog sites and personal websites are useful technologies. Every employee and committee member has an opportunity to express and communicate online in many ways and North Nibley Pre-school does not wish to discourage an online presence. However, we need to impose certain restrictions on an employee as to their profile content in relation to the pre-school and certain work-related information and must comply with the Law with regard to copyright, plagiarism and the General Data Protection Regulations 2018 (GDPR).

Social media can be a powerful communication tool for charities, to raise awareness and funds and to better engage beneficiaries. It can help charities reach a much wider audience, much more quickly, than traditional methods of communication.

But it can introduce risks:

- its fast pace can increase the risk of posting content that is inappropriate or harmful
- content, once posted, can be hard to undo;
- professional and personal lives can overlap, and the line can become blurred.

It is important to think about how North Nibley Pre-school can use social media effectively to benefit the Pre-school, the risks it may bring, and how you can manage those risks, including by acting reasonably and responsibly to protect North Nibley Pre-school¹.

Above all everyone must use good judgement on what material makes its way online.

North Nibley Pre-school's online presence can be found on a webpage (www.northnibleypreschool.co.uk) and Facebook only. The Pre-school will not be placed on any other media platforms. Tapestry is used by early years staff for way of communication between parents and staff for children's observations.

Relevant technologies

This policy includes, but is not limited to, the following:

- Twitter
- Facebook
- MySpace
- Personal blogs
- Personal website
- Googleplus.
- Instagram
- Snapchat

Procedures

- Employees of North Nibley Pre-school must not list the name North Nibley Pre-school on any social networking site.
- Employees must not identify themselves as an employee of North Nibley Pre-school. A social networker becomes, to some extent, a representative of their workplace, and everything he/she posts has the potential to reflect on the setting and its image. If a connection to North Nibley Pre-school has already been revealed by an employee, posts should contain disclaimers that make it clear that opinions expressed are solely those of the author and do not represent the view of the setting.

¹ Charity Commission Guidance "Charities and Social Media" (published 18 September 2023)

- Employees of North Nibley Pre-school must NOT identify themselves as working with children – this can lead to being a specific target of unscrupulous members of the web in order to gain access to children for paedophile purposes.
- Employees must not log onto any social networking site during working hours. On line times and times of posts can be seen by other users and may assume that the North Nibley Pre-school allows access within the setting compromising the safety of children in our care.
- Any material posted online with reference to North Nibley Pre-school by any staff or committee members is the responsibility of the poster. At no time should any post be made with reference to children, parents, staff or committee member or childcare professional that are involved with North Nibley Pre-school, current or past.
- We have parental permission to use images of children on Tapestry but this is for a closed group of authorised parents/relations to view only.
- At no time must any photographs or materials be published that identify by name the pre-school or the children. Pictures of staff may only be used with the express permission of the staff member concerned. Any member of staff or committee posting or publishing photographs of the children or the staff without permission may face disciplinary action in line with the pre-school's disciplinary procedure.
- Any member of staff or committee found to be posting remarks or comments that breach confidentiality and/or are deemed to be of detrimental nature to North Nibley Pre-school or other staff or committee at the setting may face disciplinary action in line with the pre-school's disciplinary procedure.
- All staff and committee members will be made aware of the 'social media' policy.
- The Setting Support Officer will attend any social media training that is available. (Usually via PATA).

Friendship/Tagging

- Pre-school employees must not have as or request parents of children currently attending the group or their known family members to be network friends². In this social setting it is easy to cross the line by inadvertently discussing the child even with the parent's permission. All pre-school staff must comply with the GDPR in and out of work time.
- Staff must equally not accept friendship requests from parents or their family members whilst the child attends the setting. Polite refusal is perhaps embarrassing initially but carefully chosen words stating it is pre-school policy (without naming the setting) that disallows it. Remember it is other people too that can see posts.
- Before an event starts such as a nativity play, leavers party, easter bonnet parade etc parents must be informed that no images/names of children or staff should be placed on their personal social media pages.

Topic Matter Guidelines

North Nibley Pre-school staff and committee are encouraged to use the following guidelines in social networking practice:

- Remember that no information sent over the web is totally secure and as such if you do not wish the information to be made public, refrain from sending it over a social networking site.
- Even though you may think you are anonymous or use an alias, you might be recognised.

² If network friends before child attended the setting, then pre-school employees are asked to be cautious of what they share.

- Maintain professionalism, honesty and respect.
- Apply a “good judgement” test for every activity related to North Nibley Pre-school. Could you be leaking or discussing confidential information? Is it a negative commentary regarding North Nibley Pre-school or its staff and/or committee? Activity of “good judgement” would include statements of fact about North Nibley Pre-school and the services it provides or any information already on the Pre-school website.

If any staff or committee member becomes aware of social networking activity that would be deemed as distasteful or fail the “good judgement” test, contact the Chairperson immediately. For example:

- Where there has been an apparent breach of the law, the Pre-school should act immediately by deleting or removing the content if that is possible and reporting the matter to the police or other relevant body, if required. The Pre-school should be clear about how the breach took place and respond in line with our social media and/or HR policies.
- The committee will decide about whether it needs to take corrective action including making public statements. It may be reasonable not to make such statements, but we will balance that against any risks of not doing so.
- Where the breach involved a trustee, you must manage any conflict of interest. For example, by asking the trustee involved to leave the meeting where you decide your response.
- Consider whether to report an incident to the Commission if it has caused significant harm or loss to Pre-school or the people it helps.

North Nibley Pre-school’s Facebook page

This is an “open” page and is administered by the Setting Support Officer. A discussion is held each week between the Setting Support Officer and Playleader as to what content should be placed on Facebook. It is an open page to promote the Pre-school. No name of any child will be shown. Faces of children will always be blocked out. When a new child starts preschool written permission will be gained from the child’s parents before their child can be shown on Facebook. Staff faces maybe shown if Pre-school has written consent from the employee.

The page will advertise what activities the children have been involved in during the week, what fundraising events are planned and general new updates. The contents of the page will be reviewed and edited weekly.

The Setting Support Officer has access to the Facebook page. The page must not be accessed on a shared computer. The password for Facebook must be changed annually. All notifications from Facebook will be sent to the Pre-schools email account.

Facilitating comments from others on our Facebook page can be a valuable way for the charity to hear directly from and engage with supporters, beneficiaries and the wider public. Positive comments will be ‘liked’.

However, if inappropriate posts or illegal content on the charity’s social media pages or posts, or through associated groups and forums, the Setting Support Officer or Chairperson will:

- report to the platform to ban or block users from any further engagement with North Nibley Pre-school;
- take legal advice and report matters to the police where appropriate. For example, if there is a material risk to the personal safety of you, an employee, volunteer, or beneficiary;
- offending post must be removed immediately.

If a high-profile announcement is to be made on Facebook or the Pre-school's webpage, the committee will have a formal discussion before the announcement is made.

Pre-school Assets

The use of North Nibley Pre-school assets (eg. laptop, i-pad, internet, email etc) is intended for purposes relevant to the responsibilities assigned to each member of staff or committee.

Pre-school Sensitive Matters

Any online communication regarding information such as layoffs, strategic decisions or reduction in working hours is forbidden.

Statements

Defamatory statements can lead to lawsuits against the author of the statement and can, at the very least, bring bad publicity for the pre-school.

Support and Advice

If you are worried about a child or a colleague, you can also contact the following helplines for support and advice.

- Professionals Online Safety Helpline – Advice and support for professionals working with children with any online safety issues children in their care may face – 0344 381 4772 or helpline@saferinternet.org.uk
- NSPCC helpline – Advice and support for anyone who is worried about a child or needs information about child protection – 0808 800 5000

National organisations which provide advice to professionals working with children include:

- [Childnet](#)
- [London Grid for Learning](#)
- NCA-CEOP www.thinkuknow.co.uk and www.ceop.police.uk/Safety-Centre
- [UK Safer Internet Centre](#)

Further Guidance

- UK Council for Internet Safety, Guidance “Safeguarding Children and Protecting Professionals in Early Years Settings: Online Safety Guidance for Practitioners” (published 4 February 2019)
- <https://www.gov.uk/government/publications/charities-and-social-media>

Legal Framework

- General Data Protection Regulations 2018
- Data Protection Act 2018
- Human Rights Act (1998)

Associated policies and procedures

- No 4 Safeguarding Children and Child Protection
- No 21 ICT
- No 31 Code of conduct
- No 36 : Data collection and information sharing
- No 37 E-safety