Smithfield House
Children's Nursery

14 West Smithfield
London
EC1A 9HY
T. 020 7236 1000
E.office@smithfieldnursery.co.uk

Social Networking Policy

Social media is a large part of the world that we live in and as such at Smithfield House Children's Nursery, we need to make sure we protect our children by having procedures in place to ensure the safe use.

Two-way communication between the nursery and parents is created via our tablet based Famly software. We use this to share posts, pictures and videos of the experiences and activities the children have accessed at nursery, as well as to post updates, reminders and links to best practice.

We follow the Photographing and filming children policy to inform our decisions about when, who and what images to share on social media.

In order to safeguard children we ensure:

- We have prior written permission in place from parents before posting any images of children
- We have separate permission to use any images for any open public pages that we use for marketing purposes for example on our web site.

Staff use of social media

We require our staff to be responsible and professional in their use of social networking sites in relation to any connection to the nursery, nursery staff, parents or children.
When using social networking sites such as Facebook or Instagram, but not limited to,staff must:

- Not name the setting they work at
- Not friend request parents or nursery clients family members
- Not to make comments relating to their work or post pictures in work uniform
- Not to send private messages to any parents or family members
- Direct any parent questions relating to work via social networking sites to the manager or Designated Safeguarding Lead
- Ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language)
- Report any concerning comments or questions from parents to the manageror designated safeguarding lead
- Follow the staff behaviour policy
- Not post anything that could be construed to have any impact on the nursery's reputation or relate to the nursery or any children attending the nursery in any way
- To follow this in conjunction with the Whistle Blowing policy
- If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in dismissal.

Parents' and visitors' use of social networking

We promote the safety and welfare of all staff and children and therefore ask parents and visitors not to post, publically or privately, information about any child on social media sites such as Facebook, Instagram and Twitter but not limited to. We ask all parents and visitors to follow this policy to ensure that information about children, images and information do not fall into the wrong hands. Famly is the secured platform acceptable to the nursery

We ask parents <u>not to</u>:

- Send friend requests to any member of nursery staff
- Screen shot or share any posts or pictures from the nursery on social media platforms (these may contain other children in the pictures)
- Post any photographs to social media that have been supplied by the nursery with other children in them (e.g. photographs from an activity at nursery)

We ask parents to:
Share any concerns regarding inappropriate use of social media through the official procedures (please refer to the partnership with parents policy, complaints and compliments policy and procedures.)

All electronic communications between staff and parents should be professional and take place via the official nursery communication channels, e.g.Famly- nursery software, the setting's email addresses and telephone numbers. This is to protect staff, children and parents

This policy was adopted on	Signed on behalf of the nursery	Date for review
August 2026		Annually - unless changes to legislation