



# PARENTS AND CARERS SOCIAL MEDIA POLICY

Current Version 4.0

## Social Media Policy

St Andrew's Pre-school recognises that social media has become a part of everyday life for many individuals and families, including both staff and parents. Social media allows for the free and easy exchange of information, opinions and images. With particular regard to images of children and to enable Pre-school to comply with its strict Safeguarding requirements, it is necessary to set our terms around the use of social media in connection with how Pre-school is presented publicly.

This policy also refers to the On-Line Safety including Cameras and Mobile Devices Policy and covers (but is not limited to) the following social media channels:

E-mail	Facebook	Google+	Instagram
LinkedIn	Personal Blogs	Pinterest	Snapchat
Twitter	Whatsapp	YouTube	

## Social Media and Parents/Carers

St Andrew's Pre-school recognises that parents/carers and their families may be regular users of social media and has no intention to curtail their use of it beyond reasonable requests to adhere to Safeguarding regulations and professionalism. It is also recognised that such parents/carers may not be wholly familiar with the requirements of Safeguarding, so the following brief guidelines are provided:

- Remember that nothing you put onto social media can be considered fully private, no matter how strong your privacy settings are.
- Be cautious on how you discuss Pre-school in conversations on Social media. Do not reveal:
  - the location of Pre-school.
  - the names of staff members/volunteers working at Pre-school, or anything else that could reveal their identities.
  - The names of other children and their parents/carers who attend Pre-school, or anything else that could reveal their identities.
- If you have any negative opinions or concerns about any aspect of how Pre-school is run, your concerns should always be reported to the Manager so that they can be investigated, discussed and resolved formally. This must not be discussed on social media.



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- If you become aware of any conversation taking place on social media about St Andrew's Pre-school and the tone of that conversation is critical of individual staff members or of the organisation, then it must be reported to the Manager for investigation.
- Do not create any social media friendships with staff/volunteers at Pre-school - this is so that the Manager can be confident that the correct professional relationships are being maintained between staff and parents. Pre-school will make an exception to this rule if a parent has an existing relationship with an employee/volunteer before your child starts at Pre-school. This rule no longer applies once your child has left Pre-school.
- Photographs and videos that you take of your child at Pre-school events that you wish to share on any social media channel (including Whatsapp), should not show any other child(ren) unless you have gained permission from the parent/carer of the child(ren).

## **Conditions of Use of a St Andrew's Pre-school Parents/Carers Facebook Group**

St Andrew's Pre-school recognises that many parents/carers are regular users of Facebook and that some parents/carers have identified the benefits of having a Facebook group exclusively for current parents/carers. The use of this group would be for announcements/discussions such as:

- Repeating messages given at drop off and collection times - this will enable parents/carers whose children are dropped off by someone else or who do not attend on a particular day to stay informed about important messages.
- Encouraging support of fundraising activities.
- Providing parents/carers who don't know each other, with a means of contacting each other without having to ask Pre-school to do it for them.
- Sharing of useful information, e.g. suggestions on enhancing/creating nativity play costumes.
- Reuniting lost property to the correct person.

**To be able to maintain appropriate controls of professionalism and Safeguarding, Pre-school has identified the following requirements for the management of this group:**

- A new Parent's Facebook group will be created at the beginning of each new Academic Year.



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- The group must always be kept as a "Secret" group (as opposed to a Closed or Open group) Refer to Definition 1 below.
- Only current parents/carers and staff may be members.
- When new children start at Pre-school, the parents/carers should be sent an e-mail invitation to join the group.
- Membership of the group is entirely voluntary and parents/carers may leave or join at any time.
- At the end of each Academic Year, the Parent's Facebook group will be renamed to remove any further connection or involvement with Pre-school and a new group for the following Academic Year will be created.
- When children leave Pre-school, the parents/carers will be removed from the group.
- Members of staff are now part of the group. This began during the 2020 Lockdown to enable the staff team to share stories, photos etc with your children.
- Other than your own child(ren), no posting of photographs and videos of other children unless you have gained permission from the parent/carer of the child(ren).
- No posting photographs and videos of any members of staff, volunteers or work experience students.
- There should be 2 or 3 administrators to monitor activity and deal with any issues or activity that break these requirements and approve invitation requests.
- Any negative discussions about Pre-school and/or its staff should be removed. The individual posting the discussion will be contacted directly by an administrator, to explain the reason for the removal and the issue in discussion should be passed on to the Manager for appropriate follow up.

## Definition 1

The definition of how a Secret group differs from an Open or Closed group is as follows:

- Anyone can join but they have to be added or invited by a member.



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- Only current and former members can see the group's name.
- Only current members can see who is in the group.
- Only current and former members can see the group's description.
- Only current and former members can see the group's tags.
- Only current members can see what members post in the group.
- Only current members can find the group when doing a search.
- Only current members can see stories about the group on Facebook, such as news feed or search.

## AGREEMENT

I have read, understand and agree to abide by the content of this policy.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Name of your child who attends our Pre-school: \_\_\_\_\_