Social networking – Policy

Social Media Policy

It is likely that many staff members and parents belong to a social networking site (e.g., Facebook, X, Instagram, WhatsApp, Snapchat).
This policy outlines expectations and rules regarding the use of social media in relation to the nursery.

Staff should read this policy alongside the Plymouth CAST Code of Conduct, and all content must be adhered to in conjunction with that document.

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1. General Policy

- Access to social networking sites is **not permitted at nursery**, except when staff are on their **lunch break**.
- Children's photos may be used (only with a blurred face) on the nursery's official social media sites **only if the parent/carer has given prior consent** on the registration form.
- The **Manager/Deputy** is responsible for checking consent for each child before any images are shared online.
- Children's **faces may be blurred or covered** to protect their identity.
- **No names will be used** on nursery social media sites.

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2. Staff Guidelines

Staff must maintain professionalism and safeguard the nursery community by following these rules:

- **All social media accounts should be set as private, and staff should not state where they work.**

- Staff should not engage in inappropriate use of social media sites, either inside or outside of working hours, which may bring themselves, the school or employer into disrepute.
- Employees must not use any Plymouth CAST or nursery IT resources to access social media unless they need to do so as part of your job.
- The Orchard Nursery and Plymouth CAST believes that when taking part in social media you should be honest, straightforward and respectful. The lines between public and private can become blurred so assume that everything you write is permanent and can be viewed by anyone at any time. Always assume that everything can be traced back to you personally, despite any measures that you may have put in to protect yourself, as well as to your colleagues, the school and its pupil, parents, partner agencies, suppliers and to Plymouth CAST itself.

- Do **not name the nursery** you work for on personal social media profiles.
- Do **not discuss nursery or School (Christ the King School) business** online.
- Do **not share or discuss information** about staff members, children, or parents (past or present).
- Do **not request or accept friend invitations** from nursery parents/carers.
- Ensure that **privacy settings are set to private** and that personal content (photos, language, posts) is appropriate.
- Do **not mention nursery children** on personal online profiles.
- Do **not write direct or indirect suggestive comments** about work on personal online profiles.
- Do **not publish photos of children** from the nursery on personal accounts.
- Staff with children attending the nursery must not screenshot, download, or share any EyLog photos or videos on social media or other online platforms. EyLog images are for personal viewing only.

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3. Parent Guidelines

Parents are asked to respect nursery privacy and safety by following these guidelines:

- Please **do not invite staff members** to be friends via social networks.
- Please **do not discuss nursery business** on social networking sites.
    - Any issues or concerns should be raised directly with nursery staff or the nursery committee.
- Please **do not post photos from nursery events** of any kind onto social media.
- Parents must not screenshot, download, or share any EyLog photos or videos on social media or other online platforms. EyLog images are for personal viewing only.

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4. Nursery Social Media Sites

The Orchard Nursery maintains official **Facebook** and **Instagram** pages.
These pages are used as communication tools for the setting.

Purpose of Nursery Social Media:

We will use our official pages to:

- Promote events (e.g., parent consultations, trips, social events, visitors).
- Update parents on staff training and professional development.
- Share activity ideas, home learning tips, and highlights of what children enjoyed.
- Share general nursery news.
- Showcase photos of activities, trips, or special events (with parental consent).
- Advertise nursery spaces.
- All photos of children with have blurred faces.

Administration:

- The **Nursery Managers (including Deputy)** are the page administrators.
- Administrators will **update the pages regularly**.
- Administrators reserve the **right to remove comments at any time**.

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5. Content and Comment Policy

The intent of this policy is to **protect the privacy and rights** of the nursery, staff, Chris the King school and families.

Posts or comments will be removed if they:

- Name specific individuals in a negative way.
- Are abusive or contain inappropriate language/statements.
- Use defamatory, abusive, or generally negative terms about any individual.
- Do not show proper consideration for the privacy of others.
- Breach copyright or fair use laws.
- Contain photos of children without the required parental consent.

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6. Reporting Inappropriate Content

If you would like to **report an inappropriate comment**, please email:
✉ theorchardnursery@plymouthcast.com

Signed on behalf of the nursery.....Emma Middleton.....Date:… August 2026…….