



## ELECTRONIC DEVICES, SOCIAL NETWORKS, SOCIAL MEDIA

### Purpose

The safeguarding of children in our care is paramount. Therefore, we believe our staff should be completely attentive, both during and out of their working hours, to electronic devices, social networks, and social media to ensure all children in our care receive good quality care and education.

### Policy

- Mobile phones and smartwatches are not to be turned on during your working hours
- Mobile phones and smartwatches must not be used unless on a designated break and then this must be away from the children
- Mobile phones and smartwatches should always be stored safely in staff lockers/office or staff room during the hours of your working day and must be signed in and out, e.g. during staff breaks.
- Using personal, phone or watch cameras within the nursery setting, indoors and outdoors, is strictly prohibited. Any employee of the company found to be using a personal phone, or smartwatch camera will face immediate disciplinary action, which could result in dismissal
- Staff may give out the nursery phone number (landline) to be used in the case of emergency
- Parents are asked to refrain from using their mobile phones and smartwatches within the nursery. Staff may use their discretion in asking parents to stop using their phones in the presence of children.
- Digital cameras purchased by the setting may be used, however, these **MUST BE LOCKED** in the manager's office at the end of each day
- The sharing of all information relating to the company via all social networking sites such as Facebook etc. is not allowed. This includes names, locations and communication with parents, staff and other parties relating to the Company. Any employee of the Company found to be discussing any aspect of the nursery, any other employees or clients of the Company, displaying photos that identify their place of work or any other persons relating to their workplace e.g. children, will face immediate disciplinary action, which could result in dismissal
- All employees are strictly prohibited from using any other social networking sites whilst on nursery premises and during working hours. As information placed on these sites is in the public domain, any comments which suggest that an employee is breaking the terms of their contract, such as contravening our policy information, will be treated as a disciplinary offence
- We will view any form of cyberbullying in a very serious light and any malicious comments made about other employees of the Company will be treated as a disciplinary offence
- Any nursery events with parents in attendance wanting to take photos/videos must be made aware of not sharing photos/videos that contain children other than their own, e.g. use of notices, verbal communication, etc.
- If any of the above points are found to be happening then the member of staff involved will face disciplinary action, which could result in dismissal.

### Social Networks, Social Media

We are engaged in several forms of social media, currently using Facebook, Twitter, Instagram, LinkedIn, and our website blog. The Marketing Manager administrates all posts with content provided by the nursery managers, subject to their own permission procedures. We understand -

- All parents are asked for permission for their child to be featured in photographs on social media platforms, with specific questions on the initial parent permission form. It is made clear to parents on



this form that our Facebook page is an open page, so photos can be shared by visitors to the page, including friends and family.

- The administrator of all platforms checks the suitability of images used and only images for whom permissions are obtained are posted. In the event of any mistakes or if a parent changes his or her mind, the image/post concerned is taken down immediately.
- Children in images are not named or 'tagged'.
- All posts on the blog must be approved individually by the administrator before they are published. The administrator will reply to comments on Facebook, Twitter and Instagram as they arise.
- Staff are advised not to be easily identifiable on social media and are suggested to make their accounts private
- Staff must not discuss the company in conversations that take place on social media in any way that goes beyond giving out information which is already freely available on the company's social media platforms
- It is recognised that potential parents may ask publicly for opinions of the company. Staff are advised not to engage in such discussions
- If staff become aware of any conversation taking place on social media about the company, and the tone of that conversation is critical of individual staff members or the organisation, then it must be reported to the Nursery Manager for investigation
- Staff should not enter into such conversations unless it is to repeat information already publicly available on the company's social media platforms
- Parents and staff are asked not to be 'friends' on social media during the registration process and staff are subject to a specific policy on confidentiality and the use of social media in our staff handbook.
- Parents/Carers are strongly advised **not to participate** with staff members on social networking sites
- Parents are asked not to post photos/videos on their social media platforms that contain children other than their own

## Show rounds and Nursery Visitors

All visitors/contractors/external teachers to the nursery **must** leave mobile phones and all other devices in the office or reception area. These will be securely locked away in a lockable box or filing cabinet. All external groups/lessons that require the use of music **must not** require the use of a mobile phone. Alternative methods which comply with this policy must be used.

To ensure the privacy of children during **Virtual Show rounds** with prospective parents, only empty rooms are shown, e.g. while children are playing outdoors, before/after nursery opening hours, etc.

## Associated documents

- Whistleblowing/staff behaviour policy
- E-Safety/ICT policy
- Data Protection (GDPR) policy
- Confidentiality policy
- Code of conduct policy
- Employment Policies and Procedures
- Parent permission form (included in Child Registration process)
- Phone sign in/out form