



## SOCIAL NETWORKING POLICY

We realise that social networking has now become an integral part of everyday life and that many people enjoy membership of social network sites such as Facebook or Twitter. However, we are also well aware that these sites can become a negative forum for complaining or gossiping and care must be taken not to breach our confidentiality policy or offend anyone when using these sites.

The following policy has been designed to give staff members clear guidelines as to what we at Colourbox expect of our staff when accessing these sites, and to protect the children, parents and other staff in the nursery. It is also to guard the nursery and your personal reputation.

The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, employees should use their professional judgment and take the most prudent action possible. Consult with a Manager if you are uncertain.

### PARENTS/CARERS

We require that parents and carers of children attending the nursery refrain from communicating with our staff members through online social networks. Our staff have been advised that they may not communicate with parents/carers of children attending the nursery unless a relationship existed prior to the child joining the nursery. The management team are always available to discuss any issues that arise and will do their best to resolve them. It is not appropriate to use such sites to air grievances against the nursery and any such comments will be regarded as libelous.

### STAFF

A breach of confidentiality will result in disciplinary action and may result in the termination of your contract. When using social networking sites staff members should give due regard to the following guidelines:

- In order to maintain professional boundaries staff should not accept or issue personal invitations to be friends with or from parents or carers that use the nursery unless they knew them in a personal capacity before joining the nursery. Staff must make management aware of any parents or carers with whom they have prior friendships and with whom they communicate through online social networks.
- Privacy settings on social networking such as Facebook must be on the most secure setting, so that anyone wishing to find you can only see your profile page.
- Staff must not publicly mention any of the children from the nursery on their online profiles.

- Staff must not mention Colourbox when on nights out with other members of staff.
- Staff must avoid writing indirect suggestive comments about the nursery e.g. “I’ve had a bad day at work”.
- Staff must not publish photos of other staff or children from the nursery on their online profiles.
- Staff must not publicly write anything about other staff members on their social networking site.
- Staff must not access social networking sites while on nursery premises unless they are in areas approved by management such as offices or staff-only areas. Access must not be gained using any of the nursery’s devices, including i-Pads, pcs, laptops or room mobile phones. Social networking sites must not be accessed during working hours.
- Staff must not mention any of the companies that Colourbox works with, or any of Colourbox’s competitors on their networking site. Staff should be aware that any disrespectful comments to the above may be seen as libelous.
- Personal blogs should have clear disclaimers that the view expressed by the author in the blog is the author’s alone and do not represent the views of the nursery. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the nursery.
- Information published on blog(s) should comply with Colourbox Confidentiality and disclosure of propriety data policies. This also applies to comments posted on other blogs, forums and social networking sites.
- Staff must inform the HR Manager if they have a profile, or an account on any website, that may contain inappropriate images of themselves or others.
- Staff can access the company Facebook page but must not make comment on posts, unless authorised by the Operations Manager.
- Remember at all times in or out of working hours you are an ambassador for Colourbox, your online presence reflects on the setting. Be aware that your actions captured via images, posts or comments can reflect on our setting.
- Ofsted also have access to Facebook and other social media.

This policy will be reviewed in April 2022