

Social Networking Policy

Social networking and social media are powerful communication tools which can have a significant impact on organisational and professional reputations.

We (The Management) aim to:

1. Ensure that employees, volunteers, families and all other persons connected with Little Sunbeams follow the same positive behavioural standards online that they adopt in real life situations.
2. Ensure the same laws, professional expectations and guidelines for interacting with staff, students, parents, trustees and management applies online as in the real world.

The legal framework for this policy is:

Copyright and Related Rights Regulations 2003
General Data Protection Regulations 2018
The child Trafficking and Pornography Act 1998
Defamation Act 2013
Prohibition of Incitement to Hatred Act 1989

The following policies and procedures must also be adhered to:

Safeguarding
Complaints
Confidentiality
Inclusion
Staffing and Employment
Student Placement
Whistle Blowing
LSB Code of Conduct

Methods:

Any person connected with Little Sunbeams Preschool (inc staff, parents and committee members) **must not:**

1. Post information which is confidential and proprietary to Little Sunbeams
2. Post material that could be deemed to be threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity.

3. Post phone numbers or email addresses of any member of Little Sunbeams without their express permission
4. Infringe on the rights of Little Sunbeams or any entity, including privacy, intellectual property or publication rights
5. Post chain letters, the same comment multiple times or otherwise distribute “spam”
6. Allow any other individual or entity to use their identity for posting or viewing comments
7. Post comments under multiple names or using another person’s name
8. Post digital media (audio, video, photography) without securing the written permission of the original copyright holder should copyright exist.
9. Post comments that may have a negative or detrimental effect on the setting
10. Post any digital media or comments taken from Tapestry or our website
11. Post pictures of other children, taken at pre-school events, to social media without prior permission of all individual child’s parents.

**Parents are politely requested not to use social media sites as a way of communicating with staff outside of our usual working hours.
Any communication of this kind will not be replied to.**

Best Practice Guidelines:

Anyone posting material to social networking sites **must** adhere to the following best practice guidelines:

1. Think twice before posting - Privacy does not exist in the world of social media. Consider what could happen if a post becomes widely known and how that may reflect both on the poster and the company. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn’t say it at a conference or to a member of the media, consider whether you should post it online.
2. Strive for accuracy - Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting on behalf of Little Sunbeams in any capacity.
3. Be respectful - Understand that content contributed to a social media site could encourage comments or discussion of opposing ideas. Responses should be considered carefully in light of how they would reflect on the person posting the message and / or on the company
4. Remember your audience – Be aware that a presence in the social media world is, or easily can be made, available to the public at large. This includes prospective families, current families, parents, colleagues and peers. Consider this before publishing to ensure the post will not alienate, harm or provoke any member of these groups.
5. On personal sites, identify your views as your own - If you identify yourself as member of Little Sunbeams online. It should be clear that the views expressed are not necessarily those of the company.

6. Photography – Photographs posted on social media sites easily can be appropriated by visitors. Always consider your professional image in photographs and you may not include photos of colleagues without their permission.
7. Rules – Become familiar with the terms of service and policies of sites and networks in which you participate.

Any breach of this policy by staff, students, volunteers or committee members could result in disciplinary action.

Any breach of this policy by any other person connected with Little Sunbeams could result in a termination of the partnership.

Version	Changes made	Author	Date
1.0	Baseline version	Lyn D	31 st Dec 2015
1.1	Added statements in Bold relating to communicating with staff, and breaches of policy	Lyn D	9 th Aug 2016
1.1	Reviewed, no changes made	Lyn D	2 nd Aug 2017
1.2	Amended to reflect introduction of GDPR	Lyn D	12 th June 2018
1.3	Added Code of conduct to list of P&Ps that must be adhered to. Methods: 11) newly added paragraph	Lyn D	15 th Feb 2020