



Social Media Policy

March 2024

Social media is becoming a large part of the world we live in and, as such, at YMCA Childcare we need to make sure we protect our children by having procedures in place to ensure the safe use.

We use Facebook, Twitter and Instagram to share pictures of the activities the children have accessed at YMCA Childcare. To safeguard children we will:

- Ensure all children in the photographs or posts have the correct permissions in place from their parent / carer
- Not allow others to post on our Facebook page, i.e. only management can post on the page
- Monitor comments on all posts and address any concerns immediately.
- Inform parents of our policy with regards to taking photographs/videos when taking part in activities at the setting

Staff use of social media

We require our staff to be responsible and professional in their use of social networking sites in relation to any connection to the setting, YMCA Childcare staff, parents or children.

- When using social networking sites such as Facebook or Instagram we ask staff:
 - Not make comments relating to their work or post pictures in work uniform
 - Not to name the setting they work at
 - Not send private messages to any parents/family members
 - If a parent asks questions relating to work via social networking sites, then staff should reply asking them to come into the setting or contact the Childcare Manager
 - Ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language)
 - Report any concerning comments or questions from parents to the manager/safeguarding lead
 - Follow the staff code of conduct
 - Not post anything that could be construed to have any impact on the organisation's reputation or relate to the setting, or any children attending the setting, in any way
 - To follow this in conjunction with the whistleblowing policy.





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- If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in dismissal.

All electronic communications between staff and parents should be professional and take place via the official nursery communication channels, e.g. work emails and phone numbers. This is to protect staff, children and parents.

Parents and visitors' use of social networking

We promote the safety and welfare of all staff and children and, therefore, ask parents and visitors not to post, publicly or privately, information about any child on social media sites such as Facebook, Instagram, and Twitter. We ask all parents and visitors to follow this policy to ensure that information about children, images and information do not become accessed inappropriately outside of the setting.

We ask parents **not to:**

- Send friend requests to any member of staff
- Screen shot or share any posts or pictures from the settings online learning journeys (these may contain other children in the pictures)
- Post any photographs to social media that have been supplied by the setting with other children in them (e.g. Christmas concert photographs or photographs from an activity at the setting)

We ask that parents share any concerns regarding inappropriate use of social media through the official procedures (please refer to the partnership with parents policy and complaints procedures).

This policy was reviewed on:	Reviewed by:	Date for next review:
01.03.2024	A.Spence	01.03.2025
Signed on behalf of YMCA Trinity Group:		

