



Social Media Policy

Kids2Day Pre-School recognises that social media is an important part of modern life and that staff may use social media to communicate with friends, family and others.

We aim to balance staff members' personal use of social media with our responsibility to protect the privacy and confidentiality of children, families and staff, maintain appropriate professional boundaries and uphold the reputation of the Preschool.

All staff are expected to use social media responsibly and to remember that their professional responsibilities and safeguarding duties continue outside of working hours.

This policy applies to all staff, students, volunteers and anyone working on behalf of Kids2Day Pre-School.

It applies to all forms of social media and online communication, including but not limited to:

- Facebook
- Instagram
- Snapchat
- TikTok
- X
- YouTube
- WhatsApp and other online messaging platforms
- Personal blogs and websites
- Online forums
- Comments posted on third-party websites
- Any other current or future social media platforms

Professional Boundaries

Staff must maintain appropriate professional boundaries with children, parents, carers and colleagues when using social media.

Staff must not:

- Accept friend or follow requests from current parents or carers on personal social media accounts, unless they already have a genuine personal relationship that existed independently of the Preschool.
- Contact parents or carers about their child through personal social media.
- Discuss a child's development, behaviour, care or circumstances through personal social media.
- Discuss complaints or concerns relating to the Preschool through personal social media.
- Communicate privately with children through personal social media accounts.
- Share personal contact details with families unless this has been authorised for a legitimate work-related purpose.

If a parent or carer raises an issue or concern through social media, staff should direct them to contact the Preschool through the appropriate communication channel or speak to the Manager.

Confidentiality and Privacy

Staff must maintain the confidentiality of children, families, colleagues and the Preschool at all times.

Staff must not post, share or discuss:

- Information about individual children or families.
- Children's names, photographs, videos or personal information.
- Safeguarding concerns or information relating to individual children.
- Information about incidents involving children or families.
- Complaints or investigations involving the Preschool.
- Confidential information about colleagues.
- Internal Preschool communications or documents.
- Information that could identify a child as attending Kids2Day Pre-School.

These expectations apply to both public and private social media accounts.

Staff should be aware that information shared on a private account may still be copied, screenshot or shared by others and could therefore become publicly available.

Photographs and Videos

Staff must not share photographs or videos of children on personal social media accounts.

Any photographs or videos of children taken or shared for legitimate Preschool purposes must follow the Preschool's agreed procedures and parental consent arrangements.

Staff must not post photographs or videos taken within the Preschool where children, families, confidential information or other identifiable information may be visible.

The use of personal mobile phones, smartwatches and other personal devices within the Preschool is covered by the **Mobile Phone and Smartwatch Policy**.

Social Media and Safeguarding

Social media must never be used to raise or discuss safeguarding concerns about a child.

If a member of staff becomes aware of information through social media that causes concern about a child's safety or wellbeing, they must report this immediately to the **Designated Safeguarding Lead (DSL)** in accordance with the Preschool's Safeguarding and Child Protection Policy.

Staff must not investigate, contact individuals involved or share safeguarding information through social media unless specifically authorised to do so as part of their professional role.

Professional Conduct

Staff are expected to behave respectfully and professionally when using social media.

Staff must not post content that:

- Breaches confidentiality.
- Is discriminatory, threatening, abusive or offensive towards children, families, colleagues or other individuals connected with the Preschool.
- Could reasonably damage the reputation of Kids2Day Pre-School.
- Could undermine safeguarding or professional boundaries.
- Makes inappropriate or derogatory comments about children, parents, carers or colleagues.
- Shares information that is untrue or misleading about the Preschool or individuals connected with it.

This policy does not prevent staff from expressing personal opinions or participating in lawful discussions in their private lives. However, staff should consider whether their online activity could conflict with their professional responsibilities.

Online Bullying and Harassment

Kids2Day Pre-School does not tolerate bullying, harassment, discrimination or abusive behaviour online involving staff, children or families.

This includes:

- Posting threatening or abusive comments.
- Sharing malicious or inappropriate information about colleagues or the Preschool.
- Targeting an individual through repeated online communication.
- Sharing private information or images without consent.
- Making discriminatory comments about an individual or group.

Concerns should be reported to the Manager and will be dealt with appropriately.

Use of the Preschool's Name

Staff must not represent themselves as speaking on behalf of Kids2Day Pre-School unless authorised to do so.

Staff must not create social media accounts, groups or pages representing the Preschool without prior approval from the Manager.

Only authorised staff may publish content on official Preschool social media accounts.

Parents and Carers

We ask parents and carers to respect the privacy of children, families and staff when using social media.

Parents and carers should not share photographs or videos of other children taken at Preschool events or activities without appropriate consent.

Any concerns or complaints about the Preschool should be raised directly with the Preschool in accordance with our **Complaints Policy**, rather than through social media.

Data Protection

All use of social media must comply with the Preschool's **Data Protection and Privacy Policy**.

Staff must take particular care not to share personal data, photographs, videos or other information that could identify children or families.

Information should only be shared where there is a legitimate and authorised reason to do so.

Breaches of this Policy

Any member of staff who breaches this policy may be subject to appropriate action in accordance with the Preschool's **Staff Disciplinary Policy**.

Serious breaches involving confidentiality, safeguarding, inappropriate contact with children or misuse of children's information or images may be treated as a safeguarding matter and may result in further action.

Related policies

See also: **Mobile Phone/smart watches policy**, **Data Protection policy**, **Staff Disciplinary policy**, **Safeguarding policy**.

This policy was adopted by: Kids2Day Pre-School	Date: 07.08.26
To be reviewed: August 27	Signed:

written in accordance with the *Statutory Framework for the Early Years Foundation Stage (2026): Safeguarding and Welfare Requirements: safeguarding policies and procedures [3.4 -3.6]*