



# AUTUMN COTTAGE CHILDCARE SOCIAL MEDIA POLICY

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*Next Review: April 2027*

## ABOUT THIS POLICY

This Policy details Autumn Cottage Childcare's (AC) approach to the use of social media. It focuses on the controls that AC operates to ensure online safety and positive uses/benefits of social media.

## SOCIAL MEDIA

AC understands it has a responsibility to safeguard children, families, colleagues, and the setting whilst using social media. When used in a positive way, social media is a powerful tool to build awareness of AC and the excellent care provided by its staff.

However, when using social media platforms to promote the setting or for personal use, AC will NOT:

- Disclose any personal, private or confidential information regarding any child or their family that AC cares for currently, will care for in the future or has cared for in the past.
- Disclose any personal, private or confidential information regarding AC staff members, including existing, past and/or potential, obtained while in the course of their work.
- Use any photographic image of a child or their family which were taken whilst the child was in AC's setting. (All images uploaded are distorted to ensure faces cannot be identified)
- Allow any personal interaction on social media websites to affect our working relationships with colleagues, friends, children and families, partners and/or clients. Issues affecting staff at work should be discussed privately with the Manager.
- Act in a way or make any comments or engage in any activity that could defame, or bring into disrepute, a child or their family, other staff members or Autumn Cottage Childcare.

Parents must not post photographs that include other children in the setting on their own personal social media sites.

### Practitioner Facebook Pages

As Practitioners, AC has a duty to keep up to date with relevant legislation and share current best practice. For this reason, AC staff maybe members of childcare-related groups on Facebook. These groups are monitored closely by a team of Administrators and are bound by strict rules.

As a member of these groups, AC:

- Presents a professional front aware it represents the voice of AC.
- Adhere to the Group rules - especially safeguarding.



- Keeps posts general, mentioning no names.
- contact the Group Admin team for a sensitive question, who post on AC's behalf anonymously.

The benefits of these groups are huge to developing AC:

- latest Childcare Policies and Procedures
- share best practice ideas
- evaluate our staff's Continuing Professional Development.