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Social Media Policy - Code of Conduct for all staff, volunteers and students on placement.

‘Social media’ refers to the latest generation of interactive online services such as blogs, discussion forums, podcasts and instant messaging. Social Media includes:

• Social networking sites e.g. Bebo, Facebook, Piczo, Hi5 and MySpace

• Micro-blogging services e.g. Twitter

• Video-services e.g. You tube

• Photo-sharing services e.g. Flickr, Instagram

• Online games and virtual reality e.g. Second Life

The aim of this policy is to establish clear staff guidelines and define professional boundaries in relation to appropriate use of social networking sites. This policy applies to all staff working within the setting including those not employed to work directly with the children. This is to protect individual privacy and to act as a safeguarding measure for staff, volunteers, parents and children.

• Staff should be aware that comments and photographs placed on social networking sites are in the public domain and as such may affect the reputation both of the individual and also the reputation of their employer.

• Staff should not engage in any postings which may be viewed as offensive, racist, of a sexual nature or involve any illegal activity. Any such behaviour will be subject to investigation and may be viewed as misconduct and result in disciplinary action being taken or dismissal.

• Staff choosing to engage in social networking communication with colleagues from the workplace should not discuss workplace related issues or engage in postings which could be viewed as bullying, persuasive or construed as harassment.

• Staff are not permitted to become ‘friends’ with, or add to, accept or otherwise encourage or engage comments from parents using services at the setting, this includes those whose children attend the nursery.

• Staff engaging in social networking should ensure that they understand privacy settings and ensure that settings designed to maintain and protect confidentiality are set as appropriate in order to ensure information on personal accounts is not viewed without consent

• Any electronic communication between employees at the childcare setting and parents using the setting services must be compatible with professional roles and not be open to misinterpretation.

• Staff who have close friendships or family relationships with families using Wavertree Christian Community Centre must be absolutely clear of their professional duties and responsibilities and ensure that boundaries between professional and personal practice are not compromised in any way.

• Staff must maintain confidentiality at all times and must not disclose any personal information or engage in any external communication about families, children and other service users.

• Staff using social networking sites for the purpose of professional development or in relation to their professional role should be clear about professional responsibility and must not engage in any communication which may be construed as unprofessional, or which is likely to cause offence or embarrassment.

• Staff must not under any circumstances post or download any materials, images or information in relation to children and families using the setting.

**This policy is reviewed annually by Wavertree Christian Fellowship Nursery and Pre-school.**