



Social Media Policy

Policy Name:	Social Media Policy
Adopted By:	Louise Farrow-Brookes
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1. Purpose

The purpose of this policy is to ensure that all use of social media by staff, parents and carers connected to our nursery is responsible, respectful and in line with our safeguarding duties.

We recognise that social media can be a valuable way to share information, celebrate achievements and strengthen partnerships between the nursery and families. However, misuse of social media can harm relationships, compromise confidentiality and damage the reputation of the nursery, its staff and the children in our care.

2. Scope

This policy applies to:

- All employees, volunteers, students and agency staff.
- All parents, carers and guardians of children enrolled at the nursery.
- All online platforms and communication channels, including Facebook, Instagram, X (Twitter), TikTok, Snapchat, YouTube, WhatsApp and other messaging or community groups.

3. Principles

- The safety and wellbeing of children are our top priority.
- Confidentiality and professional boundaries must always be maintained.
- Everyone connected with the nursery should act in a way that protects the reputation of the nursery, its staff and its families.
- Communication should always be respectful, accurate and considerate.

4. Staff Use of Social Media

- Staff must not post, share or discuss any information, photos or videos relating to the nursery, its children, parents or colleagues on personal social media accounts.
- Staff must not accept friend or follow requests from parents, carers or former parents on personal accounts while employed by the nursery.
- Staff should ensure their own social media activity is appropriate and professional at all times.
- Any official nursery social media accounts are managed by authorised staff only, following the Director's guidance.
- Any breach of this policy may result in disciplinary action, up to and including dismissal.

5. Parents and Carers' Use of Social Media

We welcome parents sharing their child's nursery experiences, but to protect everyone involved, parents and carers are asked to:

- Not post photos or videos taken at nursery events that include other children unless they have permission from those children's parents.

- Not discuss or post negative or critical comments about the nursery, staff or other families online.
- Not share confidential information about any child, staff member or family connected to the nursery.
- Raise any concerns or complaints directly with the Nursery Manager or Director, rather than on social media or WhatsApp groups.
- Understand that breaches of this policy may lead to restricted access to the nursery's social media pages and, in serious cases, termination of the childcare agreement.

6. Official Nursery Social Media Accounts

- The nursery's official social media accounts are used to celebrate children's learning, share updates and communicate important information.
- No images of children will be posted without signed parental consent.
- Posts will always reflect our nursery's values: respect, inclusivity and professionalism.
- Parents are encouraged to follow our official pages to stay informed and connected.

7. Managing Inappropriate Online Activity

If inappropriate or harmful posts are made on social media, the nursery will follow the steps below:

- Gather evidence, such as screenshots, names and dates.
- A senior manager will contact the individual(s) involved to discuss the concern.
- The person may be asked to remove the post immediately and avoid similar comments in future.
- A formal meeting may be arranged if the situation requires further discussion.
- The nursery may contact the platform to request removal of the content.
- In serious cases involving defamation, harassment or safeguarding concerns, legal advice may be sought.

8. Safeguarding and Confidentiality

- All children have a right to privacy and safety.
- Staff and parents must never post any material that could identify or endanger a child.
- The nursery will take immediate action if any post is considered a safeguarding concern.

9. Breaches of Policy

- Staff: breaches may result in disciplinary action in line with the nursery's disciplinary procedure.
- Parents: breaches may result in a written warning, removal from nursery social media groups or, in serious cases, termination of the childcare agreement.
- Visitors or external professionals: breaches may lead to withdrawal of permission to enter nursery premises or take part in nursery activities. In serious cases, further action may be taken where appropriate.

10. Monitoring and Review

This policy will be reviewed annually or earlier if new legislation, technology or practice changes occur.

11. Review History

Date Approved	Reviewed By:
10/02/2026	Louise Farrow-Brookes