



Charity Number 1036832

Naval Under Fives
Reviewed – August 17

SOCIAL MEDIA

Naval Under Fives recognizes that social media has become a part of everyday life for many individuals, families and Businesses, including both Staff and Parents/Carers. Social media allows for the free and easy exchange of information, opinions and images. With particular regard to images of children, to enable Pre-school to comply with its strict Safeguarding requirements, it is necessary to set out or terms around the use of social media about how our Pre-schools & Nursery is presented publicly.

This policy covers (but is not limited to) the following social media channels:

- Facebook
- Twitter
- LinkedIn
- Personal Blogs
- Tapestry (separate policy)

The scope of this policy applies to the following people:

- Employees
- Volunteers/work experiences Students
- Parents/Carers

This policy also refers to the Cameras, Mobile Devices (iPads, camcorders, Androids etc) Policy.

SOCIAL MEDIA AND EMPLOYEES

NUF recognises that Employees may be regular users of social media and have no intention to curtail their use of it beyond reasonable requests to adhere to Safeguarding regulations and professionalism.

- Employees are advised not to reveal publicly on social media that they are employed by Naval Under Fives.
- Employees must not discuss any of the NUF's Settings, (including work colleagues, children, Parents/Carers or the Organization), in conversations that take place on social media in any way that goes beyond giving out information which is ready freely available on the NUF website.
- It is recognised that potential Parents/Carers may ask publicly for opinions of Naval Under Fives and/or other Pre-schools in the area. Staff are advised not to engage in such discussions.
- If an employee become aware of any conversation taking place on social media about NUF and the tone of that conversation is critical of individual Staff members or of the Organization, then it must be reported to NUF's Head Office for investigation.
- As tempting as it may be to defend colleagues and/or the Organization, Employees should not enter into such conversations, unless it is to repeat information already publicly available on the NUF website or to pass on an official statement prepared by the Manager and/or Head Office in response to the discussion.



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- Employees must not create any social media friendships with Parents/Carers of current children at the Settings – this is so that the Manager can be confident that the correct professional relationships are being maintained between Staff and Parents/Carers.
- Pre-school / Nursery will make an exception to this if an Employee has an existing relationship with a child's Parents /Carers before that child starts at the Setting. This rule no longer applies once a child has left the Setting.
- As per the Cameras and Mobile Devices Policy, Employees must not place any images of any Setting's children into social media.
- Any breaches of this policy will be investigated and could result in disciplinary action being taken against the individual concerned.

SOCIAL MEDIA & VOLUNTEERS / WORK EXPERIENCE STUDENTS

NUF recognises that volunteers and work experience Students may be regular users of social media and has no intention to curtail their use of it beyond reasonable requests to adhere to Safeguarding regulations and Professionalism. It is also recognized that such individuals may not have the training on Safeguarding that an Employee has, so the following brief guidelines are provided:

- Remember that nothing that is put onto social media can be considered fully private, no matter how strong your privacy settings are.
- Do not state on social media where you will be volunteering and/or on placement.
- Do not discuss the Settings in any way on social media, this includes the Organization, and their locations, policies and practices, Staff, Trustees, Children and Parents/Carers. This rule continues to apply after you have finished your volunteering / work experience and exists to ensure appropriate confidentiality and professionalism can be maintained by the Organization and its Staff in relation to how it is presented publicly.
- If you become aware of any discussion taking place on social media about NUF do not enter into it. However, if anything about the discussion gives you cause for concern, then it must be reported to the Manager of the Setting and/or Head Office.
- Do not attempt to establish any relationships with Parents/Carers of children at the Settings on social media during the course of your volunteering/work experience.
- The only exception that will be allowed to this rule is if you have an existing social media relationship with a Parent/Carer before you began your role with the Settings.
- As per the Cameras and Mobile Devices Policy, do not take the photographs of the Setting's children on your own mobile phone. If you are asked to take photographs of children, they must only be taken using the camera or mobile devices that belongs to the Settings.

SOCIAL MEDIA AND PARENTS/CARERS

NUF recognises that Parents/Carers and their families may be regular users of social media and has no intention to curtail their use of it beyond reasonable requests to adhere to Safeguarding regulations and professionalism.



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It is also recognized that such Parents/Carers may not be wholly familiar with the requirements of Safeguarding, so the following brief guidelines are provided:

- Remember that nothing you put onto social media can be considered fully private, no matter how strong your privacy settings are.
- Be cautious on how you discuss your child's Setting in conversations on social media.
Do not reveal:
 - The location of the Settings
 - The names of Staff members, Volunteers working at the Settings, or anything else that could reveal their identities.
 - Names of other children and their Parents/Carers who attend the Settings or anything else that could reveal their identities.
- If you have any negative opinions or concerns about any aspect of how the Settings are run, do not discuss it on social media. Such concerns should always be reported to the Manager of the Setting or Head Office, so that they can be investigated, discussed and resolved formally, (refer to the Complaints policy).
- If any opinions are discussed on social media, which results in any detrimental effect on the Settings or the Organization, it's Employees, Children, or Parents/Carers, then Head Office will follow formal proceedings to investigate on the advice of HR and where necessary Legal Advice.
- Do not create any social media friendships with Staff and/or Volunteers at any of the Settings within NUF, this is so that the Manager and Head Office can be confident that the correct professional relationships are being maintained between Parents/Carers and Staff.
- NUF will make an exception to this rule if a Parents/Carer has an existing relationship with an Employee / Volunteer before your child started at the Setting. This rule no longer applies once your child has left the Settings.
- If you become aware of any conversations taking place on social media about Naval Under Fives, and the tone of the conversation is critical of individual Staff member or the Organization, then this must be reported to the Setting's Manager and/or Head Office for investigation.
- The Cameras and Mobile Devices Policy instructs Parents/Carers that any photographs they take at the Settings special events are for personal use only and should not be put onto any social media websites.

CONDITIONS OF USE OF THE NAVAL UNDER FIVES FACEBOOK PAGE

NUF recognizes that many Parents/Carers are regular users of Facebook and that some Parents/Carers have identified the benefits of having a Facebook group exclusively for current Parents/Carers. The use of this group would be for announcements / discussions such as:

- Repeating messages given at pick up or drop off time – this will enable Parents/Carers whose children are dropped off by someone else or who do not attend on a particular day to stay informed about important messages.
- Encouraging support of fundraising activities.



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- Providing Parents/Carers who don't know each other, with a means of contacting each other without having to ask the Setting to do it for them.
- Sharing of useful information e.g. suggestions on enhancing / creating nativity play costumes.
- Reuniting lost property to the correct person.

To be able to maintain appropriate controls of Professionalism and Safeguarding, the Settings have identified the following requirements for the Management of the Settings:

- The Settings must always be kept as a **CLOSED GROUP** (as opposed Open Group), refer to Definition 1 below.
- Only Current Parents/Carers may be members.
- When new children start the Settings, the Parents/Carers can ask to join the group and will be approved by the Manager only. New Parents/Carers will be invited to join shortly after the start date of their child.
- Membership of the group is entirely voluntary, and Parents/Carers may leave or join at any time their child is attending the Settings.
- When children leave NUF, the Parents/Carers must be removed from the group. This removal should happen shortly after the start of the summer holidays or after the child's last day.
- Members of Staff should remain professional and remember this policy – this is to ensure that appropriate standards of professionalism are maintained between Parents and Staff.
- No posting photographs of any children.
- No posting photographs of any members of Staff, Trustees, Volunteers, Work Experience Students, or Parents/Carers.
- Managers should only approve members that have children within NUF's Settings and must approve any posts before they can go live on the page.
- Any negative discussions about the Settings must not be approved and the individual posting the items should be contacted directly by the Manger to explain the reasons for the removal and issue in discussion must be passed on to Head Office for an appropriate follow up.
- Managers should be the only people inviting Parents/Carers to join the group.
- Managers should share messages based upon topics and events happening at the Settings or any other appropriate messages.

DEFINITION OF A CLOSED FACEBOOK GROUP

The definition of how a **CLOSED GROUP** differs from an Open Group is as follows:

- Anyone can request to join, but have to be approved by the Manager of the Setting
- Only current and former members can see the group's name.
- Only current members can see who is in the group.
- Only current members can see the group's description.



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- Only current members can see the group's tags.
- Only current members can see what members post in the group.
- Only current members can see stories about the group on Facebook, such as news feeds and posts.

NOTES

Not all Staff within NUF have their own private Facebook account, but their families and friends may. NUF will not tolerate any Parent/Carer or ex-Staff members asking or enquiring about NUF Staff via Facebook, either by a friend's request, if the Staff member has a Facebook account or by their family or friends. NUF ask that you respect the professionalism and privacy of the Staff members within NUF.