Ronald Openshaw Nursery Education Centre

Use of Social Media
Policy for staff

October 2019

Approved by Governors

Agreed by:………………………………………………..

Chair of Governors:………………………………………. Date:……………………

Minute ref:………………………………..

Head Teacher:………………………………….. Date:………………………

Use of Social Media Policy

1   Introduction

Many of us now use social networking and file sharing sites like Facebook, Twitter and Youtube.

They are great for staying in touch and creating communities. For most people, joining in is trouble free and fun. However it can be easy to blur the lines between your personal voice and your professional life as a childcare/educational professional.

2   Aims and objectives

The aim of this policy is to clarify what is expected of staff in their use of social media.

The objective of the policy to ensure that all staff are clear on the school's/setting's policy on the use of social media.

3   Use of social media

"Social media" is a set of online tools to communicate and engage with people. It includes:

- writing a blog or commenting on other people's blogs;
- micro-blogging (e.g. Twitter);
- a personal profile page on one of the social or business networking sites (e.g. LinkedIn or Facebook);
- product or service reviews on retailer sites or customer review sites;
- taking part in online votes and polls;
- taking part in conversations on public and private web forums (message boards).

There are benefits from engaging in social networking; however, as a childcare professional there are important things to consider. Both personally and professionally the expectations of conduct remains the same online and offline (real world).

4   Online friends

It is not acceptable to allow a child or their parent/carer (who uses /has used the school) to be your online friend or follower. It creates a personal relationship outside of the workplace, leaving both workers and the school/setting open to allegations.

5   Public expression of private views

We will expect all staff to be responsible for their online behaviour and use common sense and judgement, not only in their posts but in their response (comments) to others' activity.

5.1   As a childcare professional staff we will always be respectful of the privacy and feelings of others, never attacking or abusing others on line, and never revealing confidential details or concerns about work or individuals.

5.2   We recognise and advise all staff that how they behave online can have an impact on them professionally as well as personally. Anything that is posted online can leave them open to scrutiny from the public and people who use our school/setting.

6   Security checklist summary

- Don't allow any child or parent/carer from the school/setting to be your *friend* or *follower*.

- Avoid putting personal information on your page (e.g. where you work, your phone number).

- Be responsible about what you post.

- Check your security setting remain high at all times.

7   *Monitoring and review*

7.1   There will be on-going monitoring of this policy, particularly should any incidents relating to it that give cause for concern, or should technology advance so that aspects of the policy need amending/updating before the review date.