



Social Networking Policy

Date policy was adopted: 16/08/2024

Date last reviewed: 11/09/2025

Frequency of review: Annually

Social media is a large part of the world we live in and as such at The Duckling Nursery we need to make sure we protect our children by having procedures in place to ensure the safe use.

We only use Tapestry to share posts, pictures and videos of the experiences and activities the children have accessed at nursery, as well as to post updates, reminders and links to best practice. We do not use any public social networking sites to promote The Duckling Nursery.

We use photographs of the children on our website with the written permission of the parents on registration with the nursery.

In order to safeguard children we ensure:

- We have prior written permission in place from parents before posting any images of children on our website
- If you activate a parent account on Tapestry, your child's pictures and videos will be shared on there in individual and group observations
- Only the management can use any photos on our website and all staff members can post photos or videos on Tapestry
- We monitor comments on all posts on Tapestry and address any concerns immediately.

Staff use of social media

We require our staff to be responsible and professional in their use of social networking sites in relation to any connection to the nursery, nursery staff, parents or children.

When using social networking sites such as Facebook or Instagram we ask staff:

- Not to name the setting they work at
- Not to make comments relating to their work
- Not to send private messages to any parents or family members
- To direct any parent questions relating to work via social networking sites, to the manager
- To ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language)
- To report any concerning comments or questions from parents to the manager or lead practitioner for safeguarding
- To follow the Staff code of conduct
- Not to post anything that could be construed to have any impact on the nursery's reputation or relate to the nursery or any children attending the nursery in any way
- To follow this in conjunction with the Whistleblowing policy.

If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in dismissal.

All electronic communications between staff and parents should be professional and take place via the official nursery communication channels, e.g. work emails and phone numbers. This is to protect staff, children and parents.

Parents' and visitors' use of social networking

We promote the safety and welfare of all staff and children and therefore ask parents and visitors not to post, publicly or privately, information about any child on any social media sites such as Facebook, Instagram and X. We ask all parents and visitors to follow this policy to ensure that information about children, images and information do not fall into the wrong hands.

We ask parents not to:

- Send friend requests to any member of nursery staff
- Screen shot or share any posts or pictures from the nursery on social media platforms (these may contain other children in the pictures)
- Post any photographs to social media that have been supplied by the nursery with other children in them (e.g. Christmas performance photographs or photographs from an activity at nursery).

We ask parents to:

- Share any concerns regarding inappropriate use of social media through the official procedures (please refer to the Parents as partners policy, Complaints and compliments policy).