



Learning to be a wonderful me

Policy for the use of Social Media



September 2023



Nursery School Mission Statement -

In Dunclug Nursery School we are committed to providing a happy, safe and stimulating environment to support young children's learning and development.

We recognise that the children in our care have individual interests, characteristics and needs and aim to enable each child to develop positive attitudes about themselves and towards their learning by –

- providing experiences that extend learning and challenge thinking
- maintaining positive relationships as a staff team, with our children, their parents, the community, the Board of Governors and other relevant agencies
- promoting the health and wellbeing of our staff, children and their families
- inspiring and developing all members of our school community

In Dunclug Nursery School we recognise that social media provides an excellent vehicle for communicating with parents/carers and the wider community.

(DE Circular 2016/27)

This policy outlines procedures that all members of our Nursery School community, including parents, staff, governors and volunteers are expected to follow in relation to Dunclug Nursery School, when using Social Media. All members of the Nursery School community should be aware that information shared through Social Media, even if on private spaces, are still subject to copyrights, data protection and freedom of information legislation, child protection and safeguarding policies and other legislations.

This policy aims to outline procedures to safeguard all members of our Nursery School community, protect members of our Nursery School community from legal risks and protect the reputation of our Nursery School, its staff, pupils and governors.

School sanctioned social media via the Nursery School's facebook and website pages -

Dunclug Nursery School uses its facebook page and website to communicate with parents and our Nursery School community –

- ✂ to share photographs of the children in Nursery School during play, educational visits, visitors to our Nursery School
- ✂ to promote Nursery School events, such as our Parents Education workshops
- ✂ to share ideas about how to support their child's learning and development
- ✂ to share news
- ✂ to share local community events.

Roles and Responsibilities

Principal

- ✂ provides staff training on Social Media usage
- ✂ formulates and reviews the Nursery School's Social Media policy and procedures
- ✂ seeks consent from parents to share their child's photograph / video on the Nursery School's facebook page and website
- ✂ investigates any breach of the Nursery School's Social Media policy.

Administrators (Mrs. Muir and Mrs. Bishop)

- ✂ updates the Nursery School's social media
- ✂ monitors comments posted on the Nursery School's social media, reserving the right to remove any that could be construed as offensive to the Nursery School or any member of the Nursery School's community
- ✂ monitors new 'likes' and activity on the Nursery School's social media.

Our Nursery School Community – to include Parents, Staff, Governors and Volunteers -

When using Social Media, members of our Nursery School community are advised to -

- ✂ manage their personal security settings to ensure that their information is only available to users that they choose to share information with
- ✂ maintain professional boundaries by not accepting friends requests from parents of children in the Nursery School, unless they know them in a personal capacity outside of the Nursery School
- ✂ respect all members of our Nursery School community's right to privacy and confidentiality by ensuring that they do not name any child or member of our Nursery School community on their personal profiles, or enter into or comment on any discussion that could be construed as damaging to their own or the Nursery School's reputation

- ✈ be mindful of the content they share on their personal profiles, including comments, photographs and videos, to protect their own reputation, and that of the Nursery School
- ✈ report any concerns or breaches of our policy to the Principal.

Parents -

To enable us to work together to ensure the wellbeing, safety and privacy of all members of our Nursery School community, we advise that -

- ✈ following the Information Commissioner's Office (ICO) guidance, as detailed below, parents or visitors to our Nursery School are permitted to photograph or digitally record their own child in our Nursery School, its grounds, at shows, special events, or during educational visits, **for their own personal use.** *'Schools may have their own reasons for preferring parents don't photograph or record performances – for example, child safeguarding issues or commercial considerations - but as long as the filming or photography is for your own personal purposes, then there is nothing in data protection laws past or present which prevents this.'* (ICO Guidance)
- ✈ there may be cases where, for child protection/safeguarding reasons, it would be in the best interests of a particular child if there were no photographs or recordings made by parents in our Nursery School. Dunclug Nursery School reserves the right to ask parents *not* to record or photograph in our Nursery School in these cases. Parents would be made aware of this request in writing.
- ✈ data protection laws prevent parents, or visitors, from posting photographs or videos **of any other child(ren)**, apart from their own, taken within the Nursery School, its grounds or at special events and educational visits, to social media.
- ✈ administrators of the Nursery School's facebook account may post group photographs or digital recordings of children, to *only* include children whose parents have given consent to do so.
- ✈ parents and other users should refrain from holding public discussions, or making comments on social media regarding the children who attend or have attended Dunclug Nursery School, their families, its staff, or Nursery School business, that could be construed as offensive to those mentioned or the wider community, or damaging to the Nursery School's reputation.
Any concerns or complaints that parents or other users may have should be addressed via the Nursery School's complaints procedure. A copy of this policy and procedure is available from the Nursery School office or on our website at www.dunclugnursery.co.uk.
- ✈ parents and other users should report any inappropriate activity immediately to the Principal, who will investigate and take action as appropriate.

The Nursery School reserves the right to remove comments that could be construed as defamatory, derogatory or offensive and to block users from accessing the Nursery School's social media, following investigation, in cases when concerns are raised over a user's conduct.

Date – September 2023

Date of Review – September 2025



Code of Conduct for Social Media

Name of Parent – _____

Child's Name - _____

Class - _____

As a member of Dunclug Nursery School's community, I have read and understood the Nursery School's Policy for the Use of Social Media, and undertake to uphold my responsibilities, as detailed within the policy.

Parent / Carer's signature - _____

Date - _____