

E safety Policy incorporating Social media, Website, Photograph and Mobile Device Use

Policy Statement

To ensure children and staff are kept safe and protected at all times. Our setting works with children, parents and staff to understand the benefits and risks of new technologies and how to be prepared to use them safely.

Procedures

Photographs

- The nursery uses memory cards for the use of taking photographs during the sessions as well as tablets for use on Tapestry or for displays.
- The photos are saved on the office computers, or printed out for use in the nursery.
- We print the photos using a reputable photo service.
- No cameras are taken into the toilets/hand washing area except for hand washing display purposes. A member of staff will inform a member of senior management in these instances and they are supervised at all times.
- All parents are asked to sign a consent form for their children to have their photo/image taken and used within nursery for displays, record keeping and on social media/websites/ newspapers where appropriate.
- A pre-arranged photographer visits the setting twice a year to photograph the children. The photos are offered to the parents to purchase should they wish.
- Nominated special events that may be covered by the local press and photographs taken require parental permission before publication.
- In house 'special events' eg Christmas play, sports day, family picnic – parents are informed they may take photographs/videos solely for their own use

Mobile Phones

- All mobile phones (staff) are to be stored in the staff room.
- All calls and messages are to be picked up, received and made away from the children during the session time (e.g. staff room, office or outside the premises). This applies to staff, visitors and parents.
- There are three nursery phones stored in the office which are taken out on walks. Staff record on the laminated sheet in the office which phone they have and the destination of their walk. None of the mobile phones have the facility to take photographs.
- Visitors are asked to put their mobile phone in the designated area in the office.
- Parents are asked not to use their phone when dropping off or collecting their child.

Managing content: CCTV

- Signs around the nursery show CCTV is in operation on the main doors, internal lobby, central corridor and park perimeter
- CCTV is recorded onto a hard drive and kept for one month

Managing content: Nursery website (www.ladybirdsnursery.com)

- The website content is password protected, changed regularly and only known to senior staff
- Children are not named if their image is displayed
- Parents must give written permission for their child's image to be used on the website

Social Media

- This policy applies to our online presence on various social media platforms like; Facebook, Twitter, YouTube, Instagram, Blogs, Podcasts and websites, which we use to communicate with parents, families and the local childcare community
- All posts will be edited and posted by suitably trained staff ie the manager, deputy manager and owners
- Our policy is to allow posting of appropriate videos and images
- No personal or sensitive information is posted e.g. children's names / date of births.
- Staff are required to follow a 'Code of Conduct' given to them during their induction, including not posting inappropriate content on social media.
- Privacy settings on company social media platforms will be set to afford maximum protection to allow the company to use them effectively. Our social media platforms will be controlled in that posts have to be approved before uploading
- Social media posts will respect the permissions given by parents or legal guardians as detailed in consent forms

Staff Social media

- All staff must respect copyright, privacy, fair use and any other related laws when posting on social media
- Employees are expected to act responsibly in their social media duties, exercising good judgement and a professional approach when editing and posting social media
- It is anticipated that staff will respect the "No Childcare Chat" rule by not posting information about children or childcare activities related to company business on their own social media profiles
- Generally employees are asked not to engage with parents or families by adding them to their own social media personal profiles as the relationship with parents should be purely professional. However, there are obviously instances where parents or others may already be "friends" on Facebook or Twitter from previous friendships or as relatives of a staff member. In this instance staff are kindly requested just to declare this and continue to respect the "No Childcare Chat" rule

- When active on social media, employees are expected to maintain a high standard of conduct and behaviours. All communications should have integrity and clear professional boundaries, be respectful, transparent and open to scrutiny

General guidelines on what should and should not be posted on the company social media platforms in the format of editorial, images and videos:

DO's

- Do post wonderful things about the work we do in our childcare setting
- Do post examples of the work and activities that children enjoy and learn from in our daily activities
- Do post examples of how Ladybirds delivers high quality early education and childcare
- Do post valuable information relating to Ladybirds which is informative for parents, families and the local community
- Do post promotional information, competitions, activities, and offers to promote the company
- Do post information and images which helps build a community spirit and engage existing and future customers and community partners
- Do post information about early years and childcare legislation or policy changes to inform local parents and the community

DON'Ts

- Don't post any personal or confidential information about children, staff or the company, (e.g. full names, addresses, contact details or other personal information)
- Don't post images of staff or children which could be deemed unsuitable by any reasonable person
- Don't post images or video which contradicts parental permissions or company guidelines on allowable content
- Don't post "location based" posts when out on a trip or outing, save posts for the journey home
- Don't post any political or religious opinions or viewpoints
- Don't take tablets off site without consent from the Manager, Deputy Manager or Principals
- Don't share your passwords with others

This is also relevant to EYFS commitments: 2.1 & 3.4 and GDPR Privacy notice & staff code of conduct/ Professional responsibilities for EY staff when using ICT