

Social Media and Use of Mobile Phones Policy

General social media use

- Expectations regarding safe and responsible use of social media will apply to all members of Brenchley Preschool and exist in order to safeguard both the preschool and the wider community, on and offline. Examples of social media may include blogs, wikis, social networking sites, forums, bulletin boards, multiplayer online gaming, apps, video/photo sharing sites, chatrooms, instant messenger and many others.
- All members of Brenchley Preschool will be encouraged to engage in social media in a positive, safe and responsible manner at all times.
- Information about safe and responsible use of social media will be communicated clearly and regularly to all members of Brenchley Preschool.
- All members of Brenchley Preschool are advised not to publish specific and detailed private thoughts, concerns, pictures or messages on any social media services, especially content that may be considered threatening, hurtful or defamatory to others.
- The use of social networking applications during school hours for personal use is not permitted, inappropriate or excessive use of social media during school hours or whilst using school devices may result in disciplinary or legal action.
- Any concerns regarding the online conduct of any member of Brenchley Preschool on social media sites should be reported to the DSL Zena Ames and will be managed in accordance with policies such as anti-bullying, allegations against staff, behaviour and safeguarding/child protection.
- Any breaches of policy may result in criminal, disciplinary or civil action being taken and this will depend upon the circumstances of the wrong committed. Action taken will be in accordance with relevant policies, such as anti-bullying, allegations against staff, behaviour and safeguarding/child protection.

Official use of social media

- Official use of social media sites by the preschool will only take place with clear educational or community engagement objectives with specific intended outcomes e.g. increasing parental engagement.
- Official use of social media sites as communication tools will be risk assessed and formally approved by the manager Sian Scovell.
- Official preschool social media channels will be set up as distinct and dedicated social media site or account for educational or engagement purposes.
- The Manager will use preschool provided email addresses to register for and manage any official approved social media channels.
- Brenchley Pre School email address should only be used for Preschool business
- All communication on official social media platforms will be clear, transparent and open to scrutiny.
- Any online publication on official social media sites will comply with legal requirements including the Data Protection Act 1998, right to privacy conferred by the Human Rights Act 1998, or similar duty to protect private information and will not breach any common law duty of confidentiality, copyright etc.

- Official social media use will be in line with existing policies including anti-bullying and child protection.
- Images or videos of children will only be shared on official social media sites/channels with prior parental consent and in accordance with the image use policy.
- Information about safe and responsible use of social media channels will be communicated clearly and regularly to all members of the community.
- Official social media sites, blogs or wikis will be suitably protected (e.g. password protected) and where possible/appropriate, run and/or linked to from the preschool website.
- Leadership staff must be aware of account information and relevant details for social media channels in case of emergency, such as staff absence.
- Parents/Carers and pupils will be informed of any official social media use, along with expectations for safe use and action taken to safeguard the community.
- Public communications on behalf of the preschool will, where possible, be read and agreed by at least one other colleague.
- The preschool will ensure that any official social media use does not exclude members of the community who are unable or unwilling to use social media channels.

Staff personal use of social media

- The safe and responsible use of social networking, social media and personal publishing sites will be discussed with all members of staff as part of staff induction and will be revisited and communicated via regular staff training opportunities.
- All members of staff are advised not to communicate with or add as 'friends' any current Preschool parents via any personal social media sites, applications or profiles. Any pre-existing relationships or exceptions that may compromise this will be discussed with Designated Safeguarding Lead and/or the Manager.
- All communication between staff and parents regarding preschool will take place via official approved communication channels such as telephone or email.
- Staff will not use personal social media accounts to make contact with parents, nor should any contact be accepted, except in circumstance whereby prior approval has been given by the Manager.
- Any communication from parents received on personal social media accounts will be reported to the schools designated safeguarding lead.
- Information and content that staff members have access to as part of their employment, including photos and personal information about pupils and their family members, colleagues etc. will not be shared or discussed on personal social media sites.
- All members of staff are strongly advised to safeguard themselves and their privacy when using social media sites. This will include being aware of location sharing services, setting the privacy levels of their personal sites as strictly as they can, opting out of public listings on social networking sites, logging out of accounts after use and keeping passwords safe and confidential.
- All members of staff are encouraged to carefully consider the information, including text and images, they share and post online and to ensure that their social media use is compatible with their professional role and is in accordance with policies (safeguarding, confidentiality, data protection etc.) and the wider professional and legal framework.
- Members of staff will be encouraged to manage and control the content they share and post online. Advice will be provided to staff via staff training and by sharing appropriate guidance and resources on a regular basis.

- Members of staff will notify the DSL/Manager immediately if they consider that any content shared or posted via any information and communications technology, including emails or social networking sites conflicts with their role in the preschool.
- Members of staff are encouraged not to identify themselves as employees of Brenchley Preschool on their personal social networking accounts. This is to prevent information on these sites from being linked with the preschool and also to safeguard the privacy of staff members and the wider community.
- Members of staff will ensure that they do not represent their personal views as that of the preschool on social media.
- The Brenchley Preschool email address will not be used for setting up personal social media accounts.

Staff official use of social media

- If members of staff are participating in online activity as part of their capacity as an employee of the Preschool then they are requested to be professional at all times and to be aware that they are an ambassador for the Preschool.
- Staff using social media officially will be responsible, credible, fair and honest at all times and consider how the information being published could be perceived or shared.
- Staff using social media officially will always act within the legal frameworks they would adhere to within the workplace, including libel, defamation, confidentiality, copyright, data protection as well as equalities laws.
- Staff must ensure that any image posted on any official social media channel have appropriate written parental consent.
- Staff using social media officially will be accountable and must not disclose information, make commitments or engage in activities on behalf of the preschool unless they are authorised to do so.
- Staff using social media officially will inform the Designated Safeguarding Lead and/or the manager of any concerns such as criticism or inappropriate content posted online.
- Staff will not engage with any direct or private messaging with parents/carers through social media and will communicate via official communication channels.

Use of Personal Devices and Mobile Phones

Staff use of personal devices and mobile phones

- Members of staff are not permitted to use their own personal phones or devices for contacting children, young people and their families within or outside of the setting in a professional capacity. Any pre-existing relationships which could compromise this will be discussed with leaders/managers.
- Staff will not use personal devices such as mobile phones, tablets or cameras to take photos or videos of children and will only use work-provided equipment for this purpose.
- Staff will not use any personal devices directly with children and will only use work-provided equipment during lessons/educational activities.
- Staff personal mobile phones and devices will be switched off/switched to 'silent' mode during the work day and be kept in the lockable cupboard throughout, with access being given during their lunch breaks.
- If a member of staff breaches the Preschool policy then disciplinary action will be taken.
- If a member of staff is thought to have illegal content saved or stored on a mobile phone or personal device or have committed a criminal offence then the police will be contacted.
- Any allegations against members of staff involving personal use of mobile phone or devices will be responded to following the Preschool allegations management policy.

Visitors use of personal devices and mobile phones

- Parents, carers and visitors are advised that the use of mobile phones is not permitted within the preschool grounds, including the foyer and preschool rooms. This is to ensure the protection of the children on site.
- The Preschool will ensure appropriate signage and information is displayed and provided to inform visitors of expectations of use.
- Staff will be expected to challenge concerns when safe and appropriate and will always inform the Designated Safeguarding Lead of any breaches of use by visitors.

The Designated Safeguarding Lead (DSL) is Zena Ames, with the Deputy DSL being Sian Scovell.

This Policy was reviewed at a Management Meeting held on Friday 2nd November 2018



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Mrs Victoria Relle - Chairman of Brenchley Pre-School Limited