



## **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 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 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. These include the Preschool Twitter account, Public Preschool Facebook page, Private Preschool Facebook group and the preschool website.
- Official use of social media sites as communication tools will be risk assessed and formally approved by the manager.

- 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.
- 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 GDPR, 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 behaviour management 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 children 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 expectations*

- Members of staff who follow and/or like our official social media channels will be advised to use dedicated professional accounts, where possible, to avoid blurring professional boundaries.
- If members of staff are participating in online social media activity as part of their capacity as an employee of the setting, they will:
  - Sign our social media policy.
  - Always be professional and aware they are an ambassador for the setting.
  - Disclose their official role and/or position but make it clear that they do not necessarily speak on behalf of the setting.

- Always be responsible, credible, fair and honest, and consider how the information being published could be perceived or shared.
- Always act within the legal frameworks they would adhere to within the workplace, including: libel, defamation, confidentiality, copyright, data protection and equalities laws.
- Ensure that they have appropriate consent before sharing images on the official social media channel.
- Not disclose information, make commitments or engage in activities on behalf of the setting, unless they are authorised to do so.
- Not engage with any direct or private messaging with current parents and carers.
- Inform their line manager, the DSL (or deputy) and/or the Manager of any concerns, such as criticism, inappropriate content or contact from learners.

## **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.

### *Reputation*

- 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
- keeping passwords safe and confidential
- Ensuring staff do not represent their personal views as that of the setting.
- 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.

## **Use of Personal Devices and Mobile Phones**

- Brenchley Preschool recognises that personal communication through mobile technologies is an accepted part of everyday life for staff and parents/carers, but technologies need to be used safely and appropriately within the setting.

### ***Expectations***

- All use of personal devices (including but not limited to; tablets, games consoles and 'smart' watches) and mobile phones will take place in accordance with the law and other appropriate policies, such as anti-bullying, behaviour and child protection.
- Electronic devices of any kind that are brought onto site are the responsibility of the user.
  - All members of Brenchley community are advised to take steps to protect their mobile phones or devices from loss, theft or damage; we accept no responsibility for the loss, theft or damage of such items on our premises.

- All members of Brenchley Preschool community are advised to use passwords/pin numbers to ensure that unauthorised calls or actions cannot be made on their phones or devices; passwords and pin numbers should be kept confidential and mobile phones and personal devices should not be shared.
- 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.
- The sending of abusive or inappropriate messages or content via mobile phones or personal devices is forbidden by any member of the community; any breaches will be dealt with as part of our behaviour policy.
- All members of Brenchley Preschool community are advised to ensure that their mobile phones and personal devices do not contain any content which may be offensive, derogatory or would otherwise contravene our behaviour or child protection policies.

## **Staff Use of Personal Devices and Mobile Phones**

- Members of staff will ensure that use of personal phones and devices takes place in accordance with the law, as well as, relevant policy and procedures, such as: confidentiality, child protection, data security.
- Staff will be advised to:
  - Keep mobile phones and personal devices in a safe and secure place – Lockable cupboard
  - Keep mobile phones and personal devices switched off or switched to 'silent' mode during Preschool hours, with access given during lunch breaks.
  - Ensure that any content bought onto site via mobile phones and personal devices are compatible with their professional role and expectations.
- Members of staff are not permitted to use their own personal phones or devices for contacting children, parents and carers.
  - Any pre-existing relationships, which could undermine this, will be discussed with the DSL (or deputy) and/or Manager
- Staff will not use personal devices:
  - To take photos or videos of children and will only use work-provided equipment for this purpose.
  - Directly with children and will only use work-provided equipment at Preschool
- If a member of staff breaches our policy, action will be taken in line with our code of conduct/staff behaviour and allegations policy
  - 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, the police will be contacted.

## Visitors' Use of Personal Devices and Mobile Phones

- Parents/carers and visitors (including volunteers and contractors) 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.
- We will ensure appropriate signage and information is displayed and provided to inform parents, carers and visitors of expectations of use.
- Members of staff are expected to challenge visitors if they have concerns and will always inform the DSL (or deputy) or Manager of any breaches our policy.

## Officially provided mobile phones and devices

- Members of staff in the Lions Room are provided with a device – Kindle – to access Tapestry. They will be issued with a work email address for this purpose.
- Setting devices will be suitably protected via a passcode/password/pin and must only be accessed or used by members of staff.
- There is a setting mobile phone located in the entrance area for emergency purposes only. The mobile phone is a basic device with no camera and will only be used in exceptional circumstances if required for certain situations such as lockdown for example.
- Setting mobile phones and devices will always be used in accordance with the relevant policies such as and not limited to Tapestry, GDPR, Child protection.

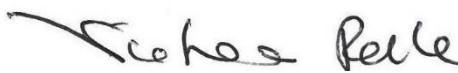
The Designated Safeguarding Lead (DSL) is Zena, with the Deputy DSL being Sian.

Policy approved by Manager:



Date: 14.6.19

Policy approved by Committee:



(Chair of Committee)

Date: 14.6.19

The date for the next policy review is: ]November 2019