

Social Media Policy



01	First Steps Childcare Ltd is committed to the safety, wellbeing and confidentiality of all its children, staff and parents. To support this, the Company operates a Social Media policy which governs the use of Social Media by employees. The policy covers social media and networking sites and applications including, but not limited to, Facebook, Twitter, Instagram, Snapchat and Tik Tok as well as blogs, messaging apps, forums, message boards, review sites and online polls. The policy must be followed in conjunction with other policies relating to the Sharing and Managing of Information.
02	This Social Media policy sets out how employees must behave when using social media/networking sites and applications both during and outside working hours. We expect First Steps Childcare employees to be responsible and professional in their use of social media/networking sites and/or applications. Employees must not: 1. Post anything that relates to, or could be construed to relate to: the nursery, its employees, parents/carers or children attending the nursery or potential customers. 2. Post anything that could have any negative impact on the nursery's reputation and brand 3. Post anything that could offend any other member of staff, or parents/carers using the nursery 4. Post anything relating to work (including work place or type), no matter how insignificant it may appear. 5. Appear in their staff uniform on any social media/networking sites and/ or applications 6. Post anything that compromises the Company, or that discloses confidential and/or sensitive data 7. Post anything that contains libel or defamatory content 8. Engage in bullying or harassment 9. Post anything of illegal, sexual or offensive content 10. Be associated with parents, children or other related adults on social media/networking sites.
03	Any Employee who becomes aware of anything being posted by an existing or ex-employee which breaches the above must advise their nursery manager immediately. Similarly, any employee who becomes aware of anything which is posted by a non-employee, which could negatively impact upon the nursery, must also advise management immediately. Failure to adhere to the Social Media policy may result in disciplinary action, up to and including dismissal.

Prepared by	First Steps Childcare
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