



W – www.beithhive.co.uk

T- 01505 227400

E- hello@beithhive.co.uk

Social Media Policy

Policy Statement

There are so many sites to mention them all by name. This policy covers them all.

It is important when using social networking sites such as Facebook or Twitter that staff maintain confidentiality and ensure proper practice at all times. This is to protect the children, parents and families of the setting along with the staff. It is also to guard the reputation of the Beith Hive and the staff's own personal reputation.

Staff must act in the best interests of the children and the setting. Staff guidelines when using social media sites include but are not limited to

- Staff must not mention any of the children from the setting on their online profiles.
- Staff must not write direct or indirect suggestive comments about work on their online profiles.
- Staff must not publish photos of the children on their online profiles.
- Staff must not publish photos of other staff while in the setting on their online profiles.
- Staff must not write anything about other staff members on their online profiles.
- Staff must not use their own personal mobile phone camera to take photos in the setting or to access social networking sites during their working hours.
- Staff must not mention any of the companies that The Hive Childcare Limited works with on their online profile.
- In order to maintain professional boundaries staff should not accept personal invitations to be friends from parents of the nursery unless they know them in a personal capacity. Instead parents should be signposted to "like the official Facebook page.
- Be cautious and mindful when accepting friend requests from colleagues.
- Staff members are advised to set their online profiles to private so that only friends are able to see their information
- Staff are responsible for adhering to the terms of service of each site they use.
- Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour for a childcare profession.
- The Beith Hive logo must not be used in social media apart from the social Facebook page.



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- Staff must not put the settings contact details on social media. Parents should be signposted to the setting's web page.
- Staff will not have the nursery name anywhere in their personal profile.
- Any breaches of the Facebook and social networking policy could result in disciplinary action.
- Staff must use social media in a professional, safe, responsible and respectful way. You must comply with the law.
- Staff must not use the social media to attack, insult, abuse, defame or make negative or discriminatory comments about anyone.

Staff must be mindful that everything you post online is public, even with the strictest privacy settings. You must assume that everything is permanent and may be shared.

The Hive setting treats 'electronic behaviour' as it would 'non-electronic behaviour'

The Hive setting has a Facebook page available. This is a communication tool for the setting. We will use it to

- Promote certain events such as parent consultations, trips, social events and visitors
- Update parents on staff training and development
- Give hints and tips for activities the children have enjoyed and home learning and play at home ideas given
- To give news of the day
- To show photos of activities, trips or special events

We also want to invite your thoughts and comments.

The Beith Hive manager (including seniors) are the page administrators and will update the page on a regular basis.

The page administrators reserve the right to remove any comments at any time. The intent of the policy is to protect the privacy and the rights of the setting, staff and families.



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We will remove any postings that

- Name specific individuals in a negative way
- Are abusive or contain inappropriate language or statements
- Use defamatory, abusive or generally negative terms about any individual
- Do not use proper consideration for others privacy
- Breach copyright or fair use laws
- Contain any photos of children without necessary parental consent

If you would like to report an inappropriate comment then please send an email to

leanne@beithhive.co.uk



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