

## **Social Media Policy**

Health and Social Care Standards:

*1.2 My human rights are protected and promoted and I experience no discrimination.*

*3.14 I have confidence in people because they are trained, competent and skilled, are able to reflect on their practice and follow their professional and organisational codes*

*3.20 I am protected from harm, neglect, abuse, bullying and exploitation by people who have a clear understanding of their responsibilities.*

*3.25 I am helped to feel safe and secure in my local community*

### **Stramash Central Accounts**

Stramash aims to promote itself as widely as possible, and so hosts accounts on social media streams such as Facebook, Twitter and Instagram. The use of these main accounts is restricted to the Marketing Team at Stramash and comments/posts/tags by/to these accounts will be in keeping with the positive image being promoted by the organisation.

Typical posts on these organisational accounts will be pedagogy based, adverts of recruitment, registration adverts and press releases. These posts may include photographs or videos from the various Stramash sites, which will adhere to the consent guidance in the Stramash Photographic and Recording Devices Policy. Families are able to change their consent for public use of photographs/videos at any point by contacting the site Team Leader, who will contact the Stramash marketing team.

### **Local Stramash Accounts**

Within each setting, there is typically a smaller community page run by the Team Leader and Senior Practitioners. These groups will be private and access given only to individuals who prove themselves as parents/carers of a currently enrolled child. These groups will be periodically cleared of parents/carers whose children have left the setting. Access for extended members of the family will not be automatically granted but considered on a case by case basis by the Team Leader/Senior Practitioner.

Typical posts on these local groups may include general activities happening at nursery, upcoming events, interesting activities to try at home and posts from parents/carers. Posts made by staff on these local pages may include photographs or videos from the specific Stramash nursery, which will adhere to the consent guidance in the Stramash Photographic and Recording Devices Policy. Families are able to change their consent for public use of photographs/videos at any point by contacting the site Team Leader.

When interacting on these pages, it is at Staff's own discretion whether they use their own account or create a Stramash specific one. In either case, Staff must ensure that the image they are portraying is professional and in line with Stramash's ethos.

### Staff Personal Accounts

Stramash has a high reputation to maintain and comments made on sites such as Facebook could have an impact on how families using the nursery view the staff. To that end, Stramash as an organisation insists that:

- Staff/students/volunteers must not post anything onto any social networking site that could be misconstrued and have an impact on the nursery's reputation;
- Staff/students/volunteers must not post anything on social networking websites that will cause offense to another staff member or families using the nursery;
- It is not recommended to allow families to access staff/volunteer/students' own personal pages. If staff/students/volunteers allow parents to view their social network profile then this relationship must remain professional at all times.