



Sonning Common Pre-school

11.3 Social Media Policy

1. About this policy

- 1.1 This policy is in place to minimise the risks to the pre-school through use of social media.
- 1.2 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Vine, Tumblr and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect the pre-school in any way.
- 1.3 This policy does not form part of any employee's contract of employment and we may amend it at any time.

2. Personal use of social media

Occasional personal use of social media during working hours is permitted so long as it does not involve unprofessional or inappropriate content, does not interfere with your employment responsibilities or complies with this policy.

3. Prohibited use

- 3.1 You must avoid making any social media communications that could damage or put you in conflict with the pre school's interests or reputation, even indirectly.
- 3.2 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.



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- 3.3 You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager.
- 3.4 You must not disclose any personal information about members of the pre-school community or disclose any information that is confidential to the school, including any information obtained as a result of your employment or position and not yet in the public domain.
- 3.5 You must not post comments about sensitive pre-school-related topics, such as our performance, our children or staff.
- 3.6 Any misuse of social media should be reported to the Manager.
- 4. Guidelines for responsible use of social media**
- 4.1 You should make it clear in social media postings, or in your personal profile, that you are speaking on your own behalf. Write in the first person and use a personal e-mail address.
- 4.2 Be respectful to others when making any statement on social media and be aware that you are personally responsible for all communications which will be published on the internet for anyone to see.
- 4.3 If you disclose your affiliation with us on your profile or in any social media postings, you must state that your views do not represent those of your employer (unless you are authorised to speak on our behalf as set out in paragraph 3.3).
- 4.4 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from posting it until you have discussed it with your manager.
- 4.5 If you see social media content that disparages or reflects poorly on us, you should contact your manager.



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5. Breach of this policy

- 5.1 Breach of this policy may result in disciplinary action up to and including dismissal. Any member of staff suspected of committing a breach of this policy will be required to co-operate with our investigation, which may involve handing over relevant passwords and login details.
- 5.2 You may be required to remove any social media content that we consider to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

This policy was adopted at a meeting o Sonning Common Pre-School

Held on

Date to be reviewed

May 2020

Signed on behalf of the provider

Name of signatory

Cathryn Edney

Role of signatory (e.g. chair, director
or owner)

Chairperson
