Elizabeth House Day Nursery and Preschool

Parent Digital Code of Conduct

## Policy Aims

* **Child safety:** to create a safe online environment by preventing the sharing of sensitive or inappropriate information on social media that could compromise the safety and wellbeing of children in our care.
* **Confidentiality:** to safeguard the confidentiality of children's records, sensitive information and discussions related to the nursery or early years setting, ensuring that personal information is not shared inappropriately.
* **Respect and professionalism:** to promote respectful and professional behaviour on social media platforms among staff, parents/carers and visitors.
* **Transparency and accountability:** to establish clear guidelines for the use of social media, ensuring that all parties involved understand their responsibilities and potential consequences of non-compliance.

# Social Media

At Elizabeth House, the social media channels we engage with include Facebook and Instagram and are used to share the experiences and activities of the children, and share updates as well as links and reminders to events and news of the nursery.

To ensure children’s safeguarding:

* All parents/carers are asked for their consent and permission to share their children’s photos publicly.
* Photos can only be uploaded by appointed members of staff given permissions to do so for the purposes authorised.
* Separate permission is sought if any images are wanted for any open public pages that we use for marketing purposes.
* Comments are monitored on all posts and any concerns are addressed by appointed admins.
* Parents/carers must not share or post anything, i.e. comments, photos or information about any other child to protect and safeguard all.
* Parents/carers must not request to become friends with nursery staff
* Parents/carers should always speak to management and share any concerns regarding situations that have highlighted incorrect use of social media that breach official guidelines.

## Policy Guidelines

### Confidentiality and data protection

* **Confidentiality:** do not disclose or discuss confidential information, children's records or sensitive nursery matters on personal or public social media accounts.
* **Respect privacy:** respect the confidentiality of any conversations or discussions that occur within Elizabeth House, both online and offline.

### Professionalism and respect

* **Online behaviour:** maintain professionalism and respectful behaviour when using social media, especially when discussing nursery matters. Misinformation and ‘gossip’ can spread quickly and is often unhelpful and damaging to those involved. Elizabeth House will not tolerate any abusive or damaging content or content designed specifically to cause upset.
* **Conflict resolution:** refrain from engaging in online disputes or making derogatory comments about the nursery, staff, parents/carers or children.

### Compliance monitoring

* **Monitoring:** Elizabeth House may monitor social media activity related to its operations to ensure compliance with this policy.
* **Respect privacy:** monitoring will respect personal privacy, focusing on matters related to Elizabeth House unless credible concerns arise.

## Consequences of Non-compliance

Non-compliance with this policy may result in restrictions with a parent/carer’s involvement with Elizabeth House, or, in extreme cases, the termination of the family’s contract with Elizabeth House.

## Review

This policy will be periodically reviewed and revised to ensure it remains up-to-date and effective.

By adhering to this policy, Elizabeth House aims to create a safe, respectful and confidential online environment that aligns with our commitment to the wellbeing and protection of children and their families.

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| Signed: | Mrs Cressida Munnery |
| Date: | February 2024 |
| Policy review date: | February 2025 |