



Social Networking Policy

Social media is a large part of the world we live in and as such at **West Green Playgroup** we need to make sure we protect our children by having procedures in place to ensure the safe use.

West Green Playgroup has social media accounts, but these are not used to share photographs, videos, observations, activities or information about the daily lives of children attending the Playgroup.

Our social media accounts may only be used for approved Playgroup purposes, including advertising vacancies, selling or exchanging Playgroup equipment and resources, and publicising or inviting families to Playgroup events.

Posts must not identify an individual child or contain photographs, videos, names, personal information, observations or examples of children's work. Information about children's learning and development is shared securely with their parents or carers through Tapestry and other approved Playgroup communication channels.

In order to safeguard children we ensure:

- Only the manager or another specifically authorised person may publish content through an official WGP social media account.
- Photographs or videos of children will never be posted on WGP's social media accounts.
- Children's names, personal information, observations, activities, work or details of their daily lives will never be shared on social media.
- Recruitment posts will only contain information about the vacancy and appropriate images or branding that do not feature children.
- Posts advertising events will contain only the information necessary to publicise the event and will not identify individual children or families.
- Social media may be used to sell, purchase or exchange Playgroup equipment and resources, but posts must not contain information or images that could identify a child.
- All content must be approved by the manager before it is posted.
- Comments and messages received through official accounts will be monitored, and any safeguarding or reputational concern will be reported immediately.

Tapestry is the Playgroup's approved secure platform for sharing appropriate observations and information with individual families. Tapestry is not a public social media platform, and its content must never be copied or shared on social media.

Staff use of social media

We require our staff to be responsible and professional in their use of social networking sites in relation to any connection to the Playgroup, Playgroup staff, parents or children.

- When using social networking sites such as Facebook or Instagram we ask staff:
 - Not to name the setting they work at
 - Not to make comments relating to their work or post pictures in work uniform
 - Not to send private messages to any parents or family members
 - To direct any parent questions relating to work via social networking sites, to the manager
 - To ensure any posts reflect their professional role in the community (e.g. no inappropriate social event photos or inappropriate comments i.e. foul language)
 - To report any concerning comments or questions from parents to the manager or designated safeguarding lead
 - To follow the Staff behaviour policy
 - Not to post anything that could be construed to have any impact on the Playgroup's reputation or relate to the Playgroup or any children attending the Playgroup in any way
 - To follow this in conjunction with the Whistleblowing policy.
 - Not to post photographs, videos, observations or information about children attending the Playgroup, even where a parent has given permission.
 - Not to copy, download, screenshot or share any content from Tapestry on personal or public social media accounts.
 - If any of the above points are not followed then the member of staff involved will face disciplinary action, which could result in dismissal

All electronic communications between staff and parents should be professional and take place via the official Playgroup communication channels, e.g. work emails and phone numbers. This is to protect staff, children and parents.

Parents' and visitors' use of social networking

We promote the safety and welfare of all staff and children and therefore ask parents and visitors not to post, publicly or privately, information about any child on social media sites such as Facebook, Instagram and Twitter. We ask all parents and visitors to follow this policy to ensure that information about children, images and information do not fall into the wrong hands.

We ask parents **not to**:

- Send friend requests to any member of Playgroup staff
- Post any photographs to social media that have been supplied by the Playgroup with other children in them (e.g. Christmas concert photographs or photographs from an activity at Playgroup).
- Parents and visitors must not take or publish photographs or videos containing other children at Playgroup events.
- Parents must not copy, screenshot or share photographs, observations or information about other children from Tapestry or any other Playgroup communication.
- Parents and visitors must not identify staff members, children or families in posts relating to confidential or safeguarding matters.
- Any concern about social media use should be reported directly to the manager through the Playgroup's complaints or safeguarding procedures.

We ask parents to:

- Share any concerns regarding inappropriate use of social media through the official procedures (please refer to the Parents as partners policy, Complaints and compliments policy).

This policy was adopted on	Signed on behalf of the Playgroup	Date for review
<i>September 2026</i>		<i>September 2027</i>