



Social Media Policy

Policy Statement

Pavilion Pre School (Aigburth) CIO recognises that social media is an important part of modern life and can be a useful way of communicating with families, promoting our setting and celebrating children's learning and achievements.

However, the use of social media must be managed carefully to protect children, families, staff and the reputation of the setting.

This policy sets out clear expectations for the safe, appropriate and professional use of social media by employees, volunteers, students, trustees, committee members and anyone working on behalf of the setting.

The policy applies to all social media platforms, including but not limited to Facebook, Instagram, TikTok, Snapchat, WhatsApp, X, YouTube and any future social networking platforms.

The policy should be read alongside the setting's:

- Safeguarding and Policy
- E Safety Policy
- Mobile Phone Policy
- Confidentiality and Client Access Policy
- Staff Code of Conduct
- Whistleblowing Policy
- Complaints Policy

Aims

The aims of this policy are to:

- Safeguard children and protect their privacy and personal information.
- Ensure staff maintain appropriate professional boundaries with children and families.
- Ensure confidential information about children, families and colleagues is not shared.
- Provide clear expectations regarding personal and professional social media use.
- Protect the reputation of the preschool and clubs.
- Ensure photographs and videos of children are only taken and shared appropriately.



Social Media Policy

- Promote responsible and respectful online behaviour.
- Ensure social media is used in accordance with UK data protection and safeguarding requirements.
- Provide a clear procedure for dealing with inappropriate social media use or concerns.

Professional Use of Social Media

The setting may maintain official social media accounts for the purpose of:

- Sharing information about the setting.
- Promoting events and activities.
- Celebrating children's learning and achievements.
- Sharing information with families.
- Promoting vacancies and recruitment.
- Promoting the preschool, breakfast club and after-school club.
- Sharing reminders and important notices.
- Promoting fundraising and community activities.

Only authorised members of staff should post on behalf of the setting.

Staff must not create social media accounts that appear to represent the setting without prior permission from the Manager or person with overall responsibility.

All content posted on official setting accounts must be appropriate, professional and consistent with the setting's values and policies.

Children's Photographs and Videos

The safety and privacy of children is paramount.

Photographs or videos of children must only be taken, stored or shared in accordance with the setting's agreed procedures and parental/carers consent.

Staff must:

- Only take photographs or videos using an authorised setting device where possible.
- Follow the setting's photography and image consent procedures.



Social Media Policy

- Ensure children are appropriately dressed and presented.
- Ensure images are suitable and appropriate for their intended use.
- Check that parental/carer consent is in place before photographs or videos are shared.
- Only share photographs through approved setting accounts and communication systems.
- Follow the setting's data protection requirements when storing or deleting images.

Staff must never:

- Post photographs or videos of children from their personal social media accounts.
- Send photographs or videos of children to their personal mobile phones.
- Share photographs or videos of children with friends or family.
- Upload photographs of children to personal cloud storage or social media accounts.
- Tag children, parents or carers in photographs posted by the setting.
- Share identifying information about children alongside photographs unless this has been specifically authorised and is appropriate.
- Take photographs in areas where children may be changing, toileting or receiving personal care.

Where a child does not have permission for their image to be used, staff must ensure that the child is not identifiable in photographs or videos published by the setting.

Personal Social Media Accounts

Staff are entitled to use social media in their personal lives. However, employees and volunteers should remember that their conduct online can affect professional relationships and the reputation of the setting.

Staff should ensure that their personal social media activity does not:

- Bring the setting into disrepute.
- Breach confidentiality.
- Compromise safeguarding.



Social Media Policy

- Undermine professional relationships.
- Identify or discuss individual children or families.
- Share confidential information about colleagues.
- Contain offensive, discriminatory, threatening or inappropriate material connected to their employment.
- Suggest that personal views represent the views of the setting.

Staff should consider carefully what they post online, as social media content can be copied, shared and retained even after it has been deleted.

Children, Parents and Carers on Personal Social Media

Staff must maintain professional boundaries with children and families.

Staff must not:

- Add current children to personal social media accounts.
- Accept friend or follow requests from current parents/carers where doing so could compromise professional boundaries.
- Message children or parents/carers through personal social media accounts about setting matters.
- Discuss individual children or families on personal social media.
- Join private social media groups created specifically for parents/carers of children attending the setting if participation would create a conflict of interest or compromise professional boundaries.
- Use personal social media to communicate with families about children's attendance, behaviour, development, safeguarding or other confidential matters.

Where communication with families is required, staff must use the setting's approved communication systems.

If a parent/carer contacts a member of staff through personal social media about a setting matter, the member of staff should not engage in a discussion and should direct them to the appropriate setting communication channel.



Social Media Policy

Confidentiality

Staff have a duty to maintain confidentiality.

Information relating to children, families, staff and the setting must not be shared on social media.

This includes:

- Children's names and personal information.
- Children's developmental information.
- SEND information.
- Safeguarding concerns.
- Information relating to children's social care.
- Family circumstances.
- Attendance information.
- Behavioural information.
- Staff personal information.
- Complaints or allegations.
- Internal setting discussions.
- Photographs or videos taken within the setting.
- Information about incidents or accidents.
- Information relating to other professionals or agencies.

Staff must not post comments such as:

"I can't believe what happened at work today."

or

"Some parents really need to learn how to bring their children up."

Even where names are not used, information may be sufficient for someone to identify the child, family or situation.



Social Media Policy

Safeguarding

Social media must never be used in a way that compromises children's safety.

Any information that raises a safeguarding concern must be dealt with in accordance with the setting's Safeguarding and Child Protection Policy.

Staff must not investigate safeguarding concerns through social media or contact children or families using personal accounts.

If staff become aware of:

- A concerning post involving a child.
- Images of a child being shared inappropriately.
- Online abuse or harassment involving a child.
- A parent/carer sharing confidential information about another child.
- Inappropriate contact between a member of staff and a child.
- Inappropriate online behaviour by another member of staff.

The concern must be reported immediately to the Designated Safeguarding Lead (DSL) or another appropriate safeguarding lead.

Staff and Professional Boundaries

Staff are expected to maintain appropriate professional boundaries at all times.

Staff must not use social media to:

- Discuss work-related disputes.
- Criticise children, parents/carers or colleagues.
- Discuss confidential staff matters.
- Share information about disciplinary, grievance or safeguarding processes.
- Make comments that could undermine confidence in the setting.
- Contact children attending the setting through personal accounts.
- Arrange private meetings with children or families through personal social media.

Staff should remember that professional conduct applies both inside and outside working hours where their actions may affect their role or the welfare of children.



Social Media Policy

WhatsApp and Messaging Groups

WhatsApp and similar messaging applications may be used by the setting where authorised.

Any staff messaging group should be used appropriately and professionally.

Staff must not:

- Share confidential information about children or families in informal groups.
- Share photographs of children through personal messaging groups.
- Make inappropriate comments about colleagues, parents or children.
- Forward confidential setting information outside the authorised group.
- Use staff groups to discuss individual safeguarding cases unless this is specifically authorised and necessary.
- Assume that messages sent through a group are private.

Where information about a child needs to be shared for safeguarding or professional reasons, the setting's approved procedures must be followed.

Personal Devices

Personal mobile phones and other personal devices must be used in accordance with the setting's Mobile Phone and Smart Device Policy.

Staff must not use personal devices to:

- Photograph or video children.
- Record children.
- Store children's photographs or information.
- Access children's personal information through personal accounts.
- Communicate with children or families about setting matters.

Any accidental photograph or recording of a child on a personal device must be reported immediately to the Manager/DSL and deleted in accordance with the setting's procedures.



Social Media Policy

Social Media During Working Hours

Personal social media should not be accessed during working time unless there is an emergency or the use has been specifically authorised.

Staff must not use personal social media while supervising children.

Particular care must be taken during:

- Free play.
- Outdoor play.
- Meal and snack times.
- Breakfast Club.
- After-School Club.
- Trips and outings.
- Collection and drop-off times.

Children must always receive staff's full attention when they are being supervised.

Respectful Online Behaviour

The setting expects staff to behave respectfully online.

Staff must not use social media to post or share:

- Discriminatory comments.
- Racist or homophobic comments.
- Sexist or derogatory comments.
- Threatening or abusive language.
- Bullying or harassment.
- Offensive images.
- Material that could reasonably cause distress or offence to children, families or colleagues.

This applies regardless of whether the social media account is private.



Social Media Policy

Political, Religious and Personal Views

Staff are entitled to their own personal opinions and beliefs.

However, staff should make clear that personal views expressed through social media are their own and do not represent the views of the preschool or clubs.

Staff should take particular care when discussing controversial or sensitive subjects where their professional role could reasonably lead others to believe they are speaking on behalf of the setting.

Personal opinions must never affect the way children or families are treated.

Negative Comments or Complaints Online

If a parent/carer or member of the public makes a negative comment about the setting online, staff must not respond personally or enter into an argument.

Staff should refer the matter to the Manager or person with overall responsibility.

The setting will respond to complaints in accordance with its Complaints Policy.

Staff must not disclose confidential information in an attempt to defend the setting online.

Responding to Messages

Only authorised staff should respond to messages received through official social media accounts.

Messages should be responded to professionally and appropriately.

Where a message relates to:

- Safeguarding
- A complaint
- A child's development
- SEND
- An allegation



Social Media Policy

- A serious incident
- Confidential information

The matter should be passed to the Manager or appropriate designated person rather than discussed through social media.

Staff Leaving the Setting

When a member of staff leaves the setting, they must:

- Remove themselves from any official social media administration roles.
- Not retain access to setting social media accounts.
- Not retain confidential photographs or information relating to children.
- Return or delete setting-related information held on personal devices, where appropriate.
- Continue to respect confidentiality after leaving employment.

Confidentiality obligations continue after employment has ended.

Breaches of This Policy

Failure to comply with this policy may result in action being taken under the setting's disciplinary procedures.

Serious breaches may include:

- Sharing confidential information.
- Sharing photographs of children without appropriate permission.
- Inappropriate contact with children.
- Inappropriate contact with families.
- Breaching safeguarding procedures.
- Posting discriminatory, abusive or threatening material.
- Bringing the setting into serious disrepute.
- Misusing official social media accounts.

Where a breach raises a safeguarding concern, the setting will follow its safeguarding procedures and may refer the matter to the appropriate external agency where necessary.



Social Media Policy

Cyberbullying and Online Harassment

The setting does not tolerate cyberbullying or online harassment involving staff, children or families.

Any concerns about online bullying, harassment, threats or abuse should be reported to the Manager or DSL.

The setting will consider the most appropriate response and may involve parents/carers, the local authority, police or other relevant agencies where appropriate.

Data Protection

All use of social media must comply with applicable UK data protection legislation and the setting's Confidentiality and Client Access Policy.

Personal information should only be shared where there is a lawful and appropriate reason to do so.

Staff should remember that information posted online may be copied, downloaded or shared by others and may not be possible to fully remove.

Monitoring and Review

The setting reserves the right to review official social media accounts and investigate concerns relating to the misuse of social media where there is a legitimate reason to do so.

The setting will not routinely monitor staff members' personal social media accounts.

However, where information comes to the attention of the setting that raises legitimate concerns about safeguarding, confidentiality, professional conduct or the reputation of the setting, the matter may be investigated in accordance with relevant policies and procedures.



Social Media Policy

Staff Responsibilities

All staff, volunteers, students and trustees are responsible for:

- Reading and following this policy.
- Maintaining professional boundaries online.
- Protecting children's privacy and confidentiality.
- Following safeguarding procedures.
- Following the setting's photography and mobile phone procedures.
- Using approved communication channels.
- Reporting concerns about inappropriate online behaviour.
- Considering the potential consequences before posting content online.

Management Responsibilities

The Operations Manager/person with overall responsibility is responsible for:

- Ensuring staff are aware of this policy.
- Providing appropriate guidance and training.
- Ensuring official social media accounts are appropriately managed.
- Ensuring appropriate consent is obtained for children's images.
- Responding to concerns or breaches.
- Ensuring safeguarding concerns are dealt with appropriately.
- Reviewing the policy regularly.

Parent and Carer Guidance

Parents and carers are asked to support the setting by:

- Respecting the privacy of other children and families.
- Not taking photographs or videos of other children at setting events without appropriate permission.
- Not posting photographs of other children on social media without their parent's/carers' consent.
- Not sharing confidential information about children, families or staff online.
- Raising concerns directly with the setting rather than posting complaints or allegations on social media.



Social Media Policy

- Respecting staff and other families when using social media.

The setting may ask parents/carers to remove content where it raises safeguarding, privacy or confidentiality concerns.

Official Social Media Accounts

The setting's official social media accounts are:

Facebook:

Pre School

Pavilion Pre School Aigburth

Breakfast and After School Clubs

Pavilion Breakfast and After School Clubs

Instagram:

pavilionpreschoolaigburth

Only authorised staff may access or post on official accounts.

Passwords and login information must be kept secure and must not be shared with unauthorised individuals.

This policy was adopted in September 2025.

It will be reviewed annually or as required.

Last updated: 07.10.26

Signed by Chair of Trustees:

Signed by Operations Manager: