



## SOCIAL MEDIA POLICY

### **Statement of Intent:**

At Threemilestone Pre-school we believe that a positive, respectful partnership between home and the setting is essential for the holistic development of every child. We aim to foster a welcoming, safe, and secure environment where all children can thrive. This policy sets out the standards of behaviour expected from parents, carers, and visitors, ensuring we work collaboratively in a respectful manner to ensure all children learn in a safe and caring environment.

### **Aim:**

Social media is a very effective option for parent communication. It allows us to show you what is happening in the setting and to provide you with general information. However, with those advantages comes a down-side, because it is open to abuse. We have clear policies designed to keep your children safe but as an organisation we can also be impacted by inappropriate use of social media. Unfair criticism for example can cause real harm to our reputation and cause distress to members of staff.

This Policy highlights activities which would be likely to cause harm, and which should be avoided. For example, if you are unhappy with something which has occurred at pre-school, it may be tempting to use social media to voice concerns. This is inappropriate, not only because your concerns may prove to be wrong, but also because there is no confidentiality when you use social media. The best way of dealing with your concerns is to raise them as soon as you can, by speaking to the appropriate staff member. If your concerns are not resolved, you should access and use the Complaints Policy which is on the pre-school's website. By engaging with this process both parties are assured of the confidentiality they deserve as they work towards reaching a satisfactory resolution.

Below are examples of social media use which may cause reputational damage to the pre-school and/or distress to individuals and therefore must be avoided:-

- Sending abusive messages to parents, staff or the pre-school.
- Sending abusive messages about parents, pupils, staff or the pre-school.
- Posting defamatory 'statuses' about other parents, pupils, staff or the pre-school.
- Using social media to complain or post any grievances about the pre-school's values and methods.
- Posting statuses containing confidential information, e.g. regarding a complaint outcome.
- Contacting pre-school employees through social media by sending them private messages.
- Creating or joining private groups or chats that criticise, victimise or harass a member of staff, parent, pupil or the pre-school in general.
- Using the school name, logo or any other identifier when communicating through any platform including social media.

Signed for and behalf of the pre-school

Trustee ..... (Sarah Wallis)  
Threemilestone Preschool CIO