

SOCIAL MEDIA POLICY

Fusion Childcare Services takes the safety and privacy of children and young people extremely seriously as a matter of both legal and moral importance.

This policy is in addition and works alongside the E-Safety and Photo/Digital Image and Video Policies.

Social media includes the various types of websites that enable people to interact online: multi-media, social networking sites like Facebook, Twitter, Instagram, Comments posted on third party blogs or websites blogs, podcasts, forums and contact communities for example, YouTube - this is by no means an exhaustive list.

Fusion recognises that many staff enjoy networking with friends and family via social media. However we have to balance this against our duty to maintain the confidentiality of children and parents attending Fusion, as well as ensuring that our good reputation is upheld. In accordance with our duties under The Data Protection Act - see **our Data Protection Policy** the setting strictly prohibits all staff from disclosing any information regarding children or staff (written or pictorial), and other confidential information regarding the setting, even in private messages between other members of staff.

Fusion strictly prohibits staff from: publishing or commenting via any form of social media:

- During work hours
- Using work facilities
- On a personal profile in any way that suggests a connection with Fusion

Staff must remember that they are ambassadors for Fusion, both within and outside of working hours and are expected to conduct themselves accordingly when using social media sites. Members of staff may from time to time be engaged in work related Social Media in which they post to Fusion's Social Media profiles using Company equipment, however this may only be done with prior consent from the Management Team and must not interrupt or negatively impact the care provided or day to day running of the Fusion.

Staff must always exercise good judgement and common sense regardless of whether online comments relate to their job or not.

When using social media sites, staff must not:

- Post anything that could damage Fusion's reputation.
- Post anything that could offend other members of staff, parents or children using Fusion.
- Publish any photographs or materials that could identify the children or Fusion.
- Accept invitations from parents to connect via social media (eg friend requests on Facebook) unless they already know the parent in a private capacity.
- Discuss with parents any issues relating to their child or Fusion. Instead invite the parent to raise the issue when they are next at Fusion, or to contact the Manager if the matter is more urgent.
- Staff must not post comments that can be interpreted as:
Personal attack, Defamation, Bullying and harassment, Spam, Offensive, Illegal activities.

Staff may not use the name of Fusion Childcare Services for social media identities, login IDs and user names without prior approval from the person in charge. The setting's logo and



SOCIAL MEDIA POLICY

trademark must not appear on internet postings unless staff are speaking on the setting's behalf and clear permission is granted. All staff must respect copyright, privacy, fair use and other applicable laws including Fusion's own copyright and brands. Where staff are allowed to identify themselves as employees of the setting, there is responsibility for representing the setting in a professional manner. Staff are also expected to mention any opinions and views expressed are solely those of the author and do not necessarily represent the views of the setting/ management/staff, as everything that is posted reflects on the setting and it's image.

General cautions for using social media. When using social media in any context it is wise to bear in mind the following points:

- No information published via the internet is ever totally secure; if you don't want information to become public, do not post it online.
- What is published will be around indefinitely, so consider the content carefully and be cautious about disclosing personal details. Google never forgets!

Any misuse of social networking sites that has a negative impact on Fusion and is in breach of confidentiality, will be regarded as a disciplinary offence and will face disciplinary procedures. Instances where the setting is brought into disrepute may constitute misconduct or gross misconduct and disciplinary action will be taken. Please refer to the **Staff Disciplinary & Grievance Policy and Procedure**.

Adopted on: 14.11.2013

Last Reviewed: 01.04.17

Reviewed on: 01.04.18

Next review due: April 2019

Signed.....

FUSION CHILDCARE SERVICES