



SOCIAL MEDIA, PHOTOGRAPH, DIGITAL IMAGE AND VIDEO 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 E-Safety.

The use of Photographs/Digital images/Videos are an important development tool which is widely used in play and educational settings for recording, observing, sharing and displaying activities that your child/ren have undertaken- Linking to theorists Susan Isaac. At Fusion we take the issue of Safeguarding and Child Protection very seriously and we would never knowingly publish an image of your child without your consent.

Personal details or full names of any child in a Photographs/Digital images/Videos will never be given in such a way that would allow them to be individually identified. **The school badge is blurred out in photos where possible but remains visible in videos.** Images will not be used for anything which may be viewed as negative in tone or that may cause offence, embarrassment or distress for the child/parent/carer.

Photographs/Digital images/Videos will only be permitted to be taken with the Fusion Manager's mobiles and Fusion iPad/Phones- (These Photographs/Digital images/Videos are the property of Fusion Childcare Services). All Photographs/Digital images/Videos are temporarily stored on the Manager/Deputy Manager's mobile and Fusion iPads/Phones and at the end of each session or once they have been uploaded / printed, they get removed and deleted from the device and the cloud. Photographs/Digital images/Videos are not stored/saved by Fusion's devices but are stored on our website/Facebook.

Typical uses of Photographs/Digital images/Videos would be:

- Electronic and printed information displays and exhibitions at Fusion.
- Fusion's Newsletter.
- Fusion's Website.
- Fusion's open Facebook page or other Social Networking sites approved by Fusion and consented by parents.

- Promotional material for Fusion.
- To accompany staff or student coursework.
- Observation, planning and Assessment purposes.
- Records of your child- ie the registration pack.
- Local Newspaper or magazine
- National Newspaper or magazine.

Any other organisation that we work in partnership with will only use Photographs/Digital images/Videos of children who have been given consent and if necessary additional permission will be required and obtained.

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 has an open Facebook page and Photographs/Digital images/Videos of children will only be present on the page if we have been given consent from the parent/carer in the child's Registration Pack. Our Facebook page is used as a network for families, discussion, for advertising purposes and as part of our continued reflective practice. It is one of the ways we communicate with our working families and family members who are not local, and we find it very effective. The Facebook Page is maintained by management daily and we are notified of any new 'likes' to our page which are monitored.

Fusion recognises that many staff enjoy networking with friends and family via social media. However, we must 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 (GDPR 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 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/carers 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 usernames without prior approval from the person in charge. Fusion's logo and 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 can 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:	Last reviewed on:	Reviewed on:	Next review Date:
04.01.12	01.04.2026	01.09.2026	April 2027
<i>Written in accordance with the Statutory Framework for the Early Years Foundation Stage (2026).</i>			
Signed and approved:	Fusion Childcare Services		