

Consequences of non compliance with this policy

All instances and acts, which are in breach of this policy, will be taken seriously, will be investigated thoroughly and fairly in line with the settings disciplinary procedure and may lead to disciplinary action up to and including dismissal.

As these technologies are constantly evolving, we will update this policy on a regular basis. It will be up to you to keep yourself abreast of the changes.

This policy applies to all employees/students/volunteers.

1. Client Confidentiality

Disclose only publicly available information. Never talk about confidential client information in social media including addresses/phone numbers, financial information and future business performance or plans. Data provided by the client to the setting must NEVER be shared on any external site. This includes Google docs.

2. Full disclosure

It is ok to state that you work for the setting on social media sites eg LinkedIn. You must not use the nursery logo or brand on any personal social media sites. If you are running a branded nursery social media site you must disclose on your 'About' page or biography that you are an employee of the nursery and be clear about what your responsibilities include.

3. Reputation

If you are acting under the setting's brand you must abide by the setting's policies by acting in an appropriate manner in all your representations of the company. Content posted on social media sites lasts a long time, in some cases possibly forever. It can sometimes be easily found via search engines. Be mindful of this when you post content.

4. Plagiarism

Information moves incredibly fast online, we want you to share things but giving credit where credit is due. Whether it's 140 characters (Twitter etc) three words or three thousand – you have a duty to attribute those words to who said them (if they are not your own). Make a clear link or reference but never take credit for others' work. Respect copyright, privacy, and other laws.

5. Respect

Always demonstrate respect for others' points of view, even when they are not offering the same in return.

6. Take the high road

Never pick fights. If someone leaves a hostile comment or replies with a snarky Tweet, take the higher road. Defend your point of view, but be polite and stick to the facts.

7. Responding

Try and do this within 24 hours: this requires monitoring to avoid issues.

8. Correct mistakes quickly

If you say something in error, never take down the post – simply go back and update it with the correct information.

9. Harassment and obscenity

Do not post obscene, defamatory, threatening, harassing, discriminatory or hateful statements about another person or organisation – including competitors and/or other related people or organisations.

10. Kickbacks and gifts

Never talk about a product or organisation in exchange for cash.

If you've received a product or service to review, you must disclose it in your post or review.

11. Privacy

You are strongly encouraged to protect your own privacy by not disclosing any unnecessary personal information on social media sites. Any individual personal data disclosed on social media sites is done at your own risk.

Clients do not always distinguish between 'private' and 'work' time. You should assume everything you do, comment on, post, retweet etc goes directly to the clients. It's up to you to manage and share only what you are comfortable with. The best way to guard against content going to 'undesirables' is to implement 'friend lists'. Two is often enough – one for close friends and one for less-close contacts.

12. Designated Expert

If you are positioning yourself as an expert on a personal social media account, you must disclose this and get prior approval from your manager. If you receive media enquiries for comment on your subject of expertise, again, you must disclose them to the manager, before you can comment.

13. Maximise commercial opportunities

The internet and, more recently, social media have revolutionised the way people communicate. The setting recognises that appropriate and sensible use of social media can build client relationships and win and retain business.

14. Sensible internet use

The nursery does not currently restrict access to social media sites. Staffs are reminded that personal use of internet access during working hours should at no time take priority over business use. The nursery reserves the right to block access to sites where misuse occurs.