

Social Media Policy (Updated for EYFS 2025)

Policy Statement: At Butterflies Nursery, we recognise the growing role of social media in communication and information sharing. However, we **prioritise the privacy, safety, and professionalism** of our childminding services. This policy ensures that all **staff and parents** use social media responsibly while safeguarding the well-being and confidentiality of children.

Responsible Use of Social Media

- Staff members must **use social media professionally and responsibly**, ensuring their online activities do not **compromise the reputation, confidentiality, or security** of the childminding setting.
- The setting will maintain **official social media accounts** for professional purposes only.
- Personal social media use **must remain separate** from professional interactions related to the setting.

Confidentiality and Privacy

- **Under no circumstances** will staff share **confidential information, photographs, or personal details** of children, parents, or colleagues on their personal social media accounts.
- Parents must provide **written consent** before any **photos or updates** involving their child are posted on official childminding setting social media accounts.
- Even with consent, all **identifying details** (such as names, school names, or locations) **will be excluded** from public posts.

Separation Between Personal and Professional Use

- Staff must **not engage in social media interactions** with parents or colleagues that could compromise professional boundaries.
- Personal opinions shared on individual accounts **must not be attributed** to the setting.

Respectful and Professional Communication

- Staff must **engage in respectful, professional, and appropriate discussions** on all social media platforms.
- Staff must **not participate in online debates, disclose workplace disputes, or use offensive language** that could reflect poorly on the setting.
- Parents and staff are expected to **communicate directly** with the setting to raise concerns rather than using social media for complaints or discussions that could breach confidentiality.

Parent and Child Privacy

- Parents will be **informed about the setting's use of social media**, including how and why content might be shared.
- No child's image or information will be shared **without explicit, signed parental consent** and **a clear explanation** of how the content will be used.
- Social media posts will not **share specific locations, identifiable backgrounds, or real-time details** of outings or events to protect children's safety.

Monitoring and Oversight

- The **setting reserves the right** to monitor its official social media accounts to ensure content aligns with its policies and values.
- Any **posts or online activities** that conflict with safeguarding policies may result in appropriate action, including **policy reviews or disciplinary measures** for staff.

Reporting Concerns

- Staff and parents are **encouraged to report** any **inappropriate, offensive, or misleading content** related to the setting on social media.

- Any **concerns about a staff member's online activity** will be addressed **confidentially and in line with safeguarding procedures**.

Alignment with EYFS 2025 Changes

From **September 2025**, the updated **EYFS framework** reinforces the importance of **online safety and digital responsibility** in early years settings. This policy aligns with **EYFS 2025 updates** by:

- **Ensuring compliance with new safeguarding guidelines**, including social media use and digital communication.
- **Protecting children's privacy** by requiring written consent before sharing **any images or personal details** online.
- **Preventing unauthorised social media interactions** between staff and parents that could breach **professional conduct or safeguarding expectations**.
- **Providing clear procedures for handling inappropriate online behaviour**, aligning with whistleblowing and reporting protocols.
- **Educating staff, parents, and children on online safety**, in accordance with **Keeping Children Safe in Education (KCSIE) 2025** and **Information Sharing best practices**.

Review and Compliance

This policy will be **reviewed annually** or more frequently if required to ensure compliance with the **EYFS 2025 framework** and **local regulations**. We encourage **feedback from staff, parents, and external agencies** to continuously improve our social media policy while maintaining a **safe and professional digital environment** for our setting.

Signed: Chrissie Day

Date: 2nd July, 2025