



# Play in Ltd

## Social Media Policy

Play in Ltd recognises that many staff enjoy networking with friends and family via social media. Such accounts must only be used to express personal views, and care should be exercised in all cases where you are identifiable as someone employed by the Company. In any event, you must identify yourself as an employee of the Company when referencing our products or services. Staff must remember that they are ambassadors for our Club both within and outside of working hours and are expected to conduct themselves accordingly when using social media.

This policy covers (but is not limited to) social media platforms such as:

- Twitter, Facebook, YouTube, Instagram, TikTok, Tumblr, Personal blogs and websites, Comments posted on third party blogs or websites, Online forums, Dating sites

### **Social media rules**

When using social media sites, staff must not:

- Post anything that could damage our Club's reputation. This includes posting information following the end of your employment.
- Post anything that could offend other members of staff, parents or children using our Club
- Publish any photographs or materials that could identify the children or our Club
- Accept or send 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 our Club. Instead invite the parent to raise the issue when they are next at the Club, or to contact the Manager if the matter is more urgent

### **Staff must always remember:**

Thought should always be given to any images and pictures you upload, consideration should be given to the need to maintain a professional and responsible image.

You are personally responsible for all content posted on your accounts. All passwords must remain secure, and you must never leave accounts open whilst you are away from your device or computer.

You are reminded that regardless of the social network used, or privacy settings activated, everything posted on the internet has the potential to become public and widespread. All social media posts should therefore be carefully considered to ensure they fit with the image you and the Company want to share online.

Any information posted on the internet may result in disciplinary action up to and including dismissal if it breaches this policy or any other expected levels of conduct. This includes posts on a personal account with inappropriate privacy settings, posts made outside of working hours, and those posts made not using the Company computers or equipment. You may also be required to remove content created or shared by you if the Company consider such posts to be a breach of this policy.

All Company rules and policies apply in respect of social media posts. This policy therefore should be read in conjunction with all other policies, in particular your attention is drawn to the Company's policies on equality and positive work environment.

Any member of staff who posts content or comments that breach confidentiality or which could harm the reputation of our Club or other staff members, or who publishes photographs of the setting or children, will face disciplinary action in line with our **Staff Disciplinary policy**.

## Children on social media

We will never post information or photographs of children at the club on Social media without consent from Parents. We would only post a photograph if we have prior written permission from the Parent/Carer in a **Photograph Permission Form** or other signed document.

## 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.
- Once an image or information is in the public domain, it is potentially there forever – Google never forgets!

This policy was adopted by: Play in Ltd	Date: Sept 2021
To be reviewed: Sept 2022	Signed:

Written in accordance with the Statutory Framework for the Early Years Foundation Stage (2021): Safeguarding and Welfare requirements: Introduction [3.2] and Child protection [3.7].