

Little VIPs Social Media Policy



LOWTHER ENDOWED SCHOOL
& LITTLE VIPs DAY CARE



Policy Statement

At Little VIPs Day Care, we recognise that social media is an integral part of modern communication. We are committed to ensuring its use is safe, responsible and in line with statutory safeguarding and data protection requirements.

This policy is written in accordance with:

- EYFS Statutory Framework (updated 2025)
- Keeping Children Safe in Education (KCSIE)
- UK GDPR and Data Protection Act 2018
- Working Together to Safeguard Children

Our priority is to safeguard children, protect staff and families, and maintain the professional reputation of the setting.

Use of Social Media by the Nursery

We use secure platforms to communicate with parents and share children's learning and experiences, including:

- FamilyApp (primary communication tool)
- Facebook (for general updates, celebrations and information)

We ensure that:

- Written parental consent is obtained before any images or videos of children are shared
- Images are used appropriately and do not put children at risk
- No identifying personal information is shared alongside images
- Only authorised staff (management) can access and post on nursery social media accounts
- All content is appropriate, professional and in the best interests of the child
- Comments and interactions are regularly monitored and any concerns are addressed immediately

Safeguarding Considerations

To ensure children's safety online, we:

- Carry out regular risk assessments of our social media use
- Follow our Safeguarding and Child Protection Policy at all times
- Ensure staff understand online safety risks, including image misuse and digital safeguarding
- Remove any inappropriate comments or content immediately
- Report safeguarding concerns in line with our safeguarding procedures

Staff Use of Social Media

Staff must maintain high standards of professionalism both inside and outside of work. Social media must never compromise safeguarding, confidentiality or the reputation of the nursery.

Staff must:

- Follow the Staff Code of Conduct, Safeguarding Policy, and Whistleblowing Policy
- Maintain professional boundaries at all times
- Use official nursery communication channels only when communicating with parents

When using personal social media, staff must not:

- Name the nursery or identify it as their workplace
- Post photos in uniform or during working hours
- Share any information about children, families, or colleagues
- Make comments relating to their work or workplace
- Send private messages or friend requests to parents or carers
- Post content that could bring the nursery into disrepute

Staff must:

- Ensure their online presence reflects their role as a professional working with children
- Avoid inappropriate language, images or behaviour online
- Report any concerning contact, comments or safeguarding issues to the Designated Safeguarding Lead (DSL) immediately

Failure to follow this policy may result in disciplinary action, up to and including dismissal.

Communication with Parents

All communication between staff and parents must:

- Be professional at all times
- Take place via official nursery systems (e.g. FamilyApp, nursery email, nursery phone)
- Not occur via personal social media accounts

This ensures the safety and protection of children, families and staff.

Parents' and Visitors' Use of Social Media

We ask all parents and visitors to support us in safeguarding children by using social media responsibly.

Parents and visitors must not:

- Share or screenshot any content from nursery platforms (e.g. FamilyApp)
- Post images or videos that include other children on social media
- Share nursery events (e.g. performances) where other children are visible
- Post any information that could identify other children or families

Parents are asked to:

- Respect the privacy and safety of all children
- Follow nursery guidance on image sharing
- Report any concerns about inappropriate social media use to the Nursery Manager immediately

Failure to follow this guidance may result in further action to protect children and families

Data Protection and Confidentiality

We are committed to protecting personal data by:

- Storing and sharing images securely
- Ensuring all data is processed in line with UK GDPR
- Only using images for the purpose consent has been given
- Allowing parents to withdraw consent at any time

Monitoring and Review

We regularly review our use of social media to ensure:

- Compliance with safeguarding and data protection requirements
- Safe and effective communication with families
- Ongoing staff awareness and training

Policy Review

This policy is reviewed annually or in line with:

- Changes to EYFS statutory guidance
- Updates to safeguarding legislation
- Changes in technology or nursery practice

This policy was adopted on	Signed on behalf of the nursery	Date for review
April 2026	Hayley Fassam – Nursery Manager	April 2027