

**Carolyn Stokes Preschool  
Social Media Policy**

This social media policy applies to parents, members of Carolyn Stokes Preschool staff, board members and volunteers.

This policy includes (but is not limited to) the following technologies:

- Social networking sites (e.g. Facebook, Instagram, Snap Chat)
- Blogs
- Discussion forums
- Collaborative online spaces
- Media Sharing services (i.e. You Tube)
- Micro-blogging (i.e. Twitter)

*As part of our duty to safeguard children it is essential to maintain the privacy and security of all our families. We therefore require that:*

- No photographs taken within the preschool setting or at preschool special events and outings with the children, are to be posted for public viewing, except those of your own child. Parents are advised that **they do not have a right to photograph anyone else's child or to upload photos of anyone else's children.** (This excludes those photographs taken by staff for use on the Carolyn Stokes Preschool website and in other advertising material if parental permission is given).
- No public discussions are to be held or comments made on social media sites regarding the preschool children, staff or preschool board business (except appropriate use for marketing fund raising events) or that could be construed to have any impact on the preschool's reputation or that would offend any member of staff or parent associated with the preschool.
- Staff are advised to manage their personal security settings to ensure that their information is only available to people they choose to share information with.
- Staff should not accept parents as friends due to it being a breach of expected professional conduct unless they already know them in a personal capacity before their child starts at preschool. Staff should avoid personal communication, including on social networking sites, with the children and parents with whom they act in a professional capacity.
- In the event that staff name the preschool or workplace in any social media they do so in a way that is not detrimental to the preschool or its families.
- Staff observe confidentiality and refrain from discussing any issues relating to work.

- Staff should not share information they would not want children, parents or colleagues to view.
- Staff and parents should report any concerns or breaches to the preschool director. Any member of staff, parent or volunteer found to be posting remarks or comments that breach confidentiality, bring the preschool into disrepute or that are deemed to be of a detrimental nature to the preschool or other employees, or posting/publishing photographs of the setting, children or staff may face disciplinary action in line with the Pre-School disciplinary procedures. Any comment deemed to be inappropriate is to be reported to the director or a member of the preschool board and any action taken will be at their discretion.

*General guidelines for using social media:*

- Personal security settings should be managed to ensure that information is only available to people you choose to share information with.
- Remember that no information sent over the web is totally secure and as such if you do not wish the information to be made public refrain from sending it through social media.
- Maintain professionalism, honesty and respect.
- Apply a “good judgement” test for every social media post you make.

*Note*

Carolyn Stokes Preschool Staff will use social media as a means of parent communication and for marketing purposes throughout the year.

Adopted by the Carolyn Stokes Board of Trustees as of 8/21/2018