

# Facebook and Social Networking Policy



**Fraserburgh South Park Nursery  
2023**

*“Parents, carers and families are by far the most important influences in a child's life. Their support can play a vital role at all stages of their child's education.” (Education Scotland, 2022)*

There are too many social media sites to mention them all by name. This policy covers them all. However, Facebook is the main site used by South Park Nursery to aid communication and parental engagement which we find hugely important at South Park Nursey

### **Confidentiality**

It is important when using social networking sites such as Facebook or Twitter that staff maintain confidentiality and always ensure proper practice. This is to protect the children, parents & families of the setting along with the staff. It is also to guard the nursery reputation and the staff's own personal reputation.

### **Use of Facebook**

Staff at South Park Nursery will use Facebook to communicate with parents regarding upcoming events, reminders, requests etc. We have a Facebook page **which is public, and anyone can like**. This is so we can engage the wider community.

South Park Nursery will use Facebook as a communication tool to:

- Promote certain events such as parent consultations, trips, social events & visitors
- Update parents on staff training & development
- Give hints and tips for activities the children have enjoyed and home learning ideas
- To give news
- To show photos of an activity, place visits, or event

*'Family learning is a powerful method of engagement and learning which can foster positive attitudes towards life-long learning, promote socio-economic resilience and challenge educational disadvantage.'* (Family Learning Network, 2016).

## **Administrators**

The Nursery Early Years team, along with the Senior Practitioner and Head Teacher can update the page and do so on a regular basis. The page administrators reserve the right to remove any comments at any time. The intent of the policy is to protect the privacy and rights of the nursery, staff & families.

## **Inappropriate Use**

We will remove any postings that

- Name specific individuals in a negative way
- Are abusive or contain inappropriate language or statements
- Use defamatory, abusive or generally negative terms about any individual
- Do not show proper consideration for others privacy
- Breach copyright or fair use laws

Our open Facebook page will never be used to name Nursery pupils, or post to the page against parent wishes, nor will it be used to photograph staff and post to the page against their wishes. All photographs shared will have consent and will show strengths and achievements in line with our positive ethos.

## **Facebook Do's and Don'ts on open school Facebook Page;**

The guidelines below will be adhered to when using the school Facebook Page;

- Permission will always be sought at the beginning of each academic year and termly to ensure authorisation and respect parents wishes.
- Staff will not mention any child by name
- Staff will not write anything about staff/parent members
- Staff will monitor posts and remove any that are defamatory or insensitive to any children, parents, or staff.
- Permission will always be gained prior to the beginning of the academic year, upon any new children starting and on a termly basis will be checked and updated.
- Staff will not write anything negative about children/parents or other staff - all interactions from staff will be positive and welcoming.
- Staff will monitor and remove any comments which are negative towards themselves, the children, or any family.
- Any tasks or activities shared by staff are 'Can do' rather than 'Must do' and parents have freedom to interact or not.

- Staff will adhere to requests from parents not to take photographs of their child as they wish.

If you would like to report an inappropriate comment, then please send an email to [southpark.sch@aberdeenshire.gov.uk](mailto:southpark.sch@aberdeenshire.gov.uk)