

BEAMINSTER PLAYGROUP

STAFF POLICY

SOCIAL MEDIA

AIMS

Staff should be supported in making appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards or comments on web-articles such as Twitter, Facebook and LinkedIn.

All staff, including the Manager, should be aware of the standards the Playgroup requires them to observe when using social media and the action that will be taken in respect of breaches of this policy.

This policy supplements the employee handbook and does not form part of the contract of employment and therefore may be amended at any time.

PROCEDURES

All staff are expected to comply with this policy at all times to protect the privacy, confidentiality and interests of the Playgroup, employees, customers and the service we provide.

Breach of the policy may be dealt with under disciplinary and grievance procedures and, in serious cases, may be treated as gross misconduct leading to dismissal.

The Director Trustees and the Manager are responsible for monitoring and reviewing this policy and the contents, making recommendations and changes where appropriate.

All staff are responsible for making sure these policy guidelines are followed and consistently applied. Any breach of this policy should be reported to the Director Trustees or the Manager.

Only administrators are permitted to post material on the Playgroup social media website unless previously agreed with the Director Trustees.

Personal use of social media websites is permitted, subject to certain conditions:

- a. use must take place outside of normal working hours.
- b. use must not breach any of the social media rules, as set out below.
- c. use must not interfere with Playgroup business or commitments.
- d. use must comply with our Safeguarding Children Policy, Confidentiality Policy, Equal Opportunities Policy, Special Needs Policy, Behaviour Policy and Parental Involvement Policy.

When staff are using social media, the following rules must be adhered to:

- a. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
- b. Any member of staff that feels they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto a social media website should inform the Manager.

- c. Never disclose commercially sensitive, anti-competitive, private or confidential information. If staff are unsure whether the information they wish to share falls within one of these categories they should discuss this with the Manager.
- d. Do not upload, post or forward any content belonging to a third party unless you have consent.
- e. Be honest and open but be mindful of the impact your contribution might make to peoples perception of the Playgroup. If you make a mistake in a contribution, be prompt in admitting and correcting it.
- f. You are personally responsible for the content you publish into social media tools.
- g. Do not discuss colleagues, competitors or customers parents, families, carers or the Playgroup in general.
- h. If you notice any content posted on a social media about the Playgroup, whether complimentary or critical, please report to the Manager.
- i. 'Befriending' parents or carers on social media websites is strictly prohibited.

Staff should be aware that misuse of social media websites can, in certain circumstances, constitute a criminal offence. It may also cause embarrassment to the Playgroup and our customers.

Uploading, posting, forwarding or posting a link to any of the following types of material on a social media website, whether in a professional or personal capacity, will amount to gross misconduct (this list is not exhaustive):

- a. Pornographic material
- b. Material that is offensive, obscene, criminal, discriminatory, derogatory or may cause embarrassment to the Playgroup or our customers.
- c. Confidential information about the Playgroup, staff or customers. Any such action will result in disciplinary action and is likely to result in dismissal.

Where evidence of misuse is found the Playgroup may undertake a more detailed investigation, involving the examination and disclosure of monitoring records and if necessary such information may be handed to the police in connection with a criminal investigation.

If any member of staff notices any use of social media by another member of staff in breach of this policy it must be reported to the Manager.