

Social Networking Policy

Social networking activities conducted online outside work, such as blogging (writing personal journals to publicly accessible internet pages), involvement in social networking sites such as Facebook, Myspace or Twitter and posting material, images or comments on sites such as You Tube can have a negative effect on an organisation's reputation or image. In addition, Bloom Day Nursery has a firm commitment to safeguarding children in all aspects of its work. This policy has been written to set out the key principles and code of conduct that we expect of all members of staff with respect to their responsibilities in connection with the use of social networking sites.

- All Bloom Day Nursery Key Carers have a responsibility to ensure that they protect the reputation of the Company and treat colleagues with professionalism and respect.
- It is important to protect all staff at Bloom Day Nursery from allegations and misinterpretations which can arise from the use of social networking sites. So please use your privacy settings accordingly.
- Safeguarding children is a key responsibility of all members of the nursery team and it is essential that all Bloom Day Nursery Key Carers consider this and act responsibly if they are using social networking sites. Students on placements and volunteers must not communicate with children or parents via social networking.
- Using Bloom Day Nursery equipment to post information on social networking sites unless given precise instruction by a company director for the positive advertisement of the business is strictly prohibited.

Code of Conduct for all employees of Bloom Day Nursery regarding Social Networking

The following are **not considered acceptable**:

- The use of the Bloom Day Nursery name, logo, or any other published material without written prior permission from the Registered Person. This applies to any published material including the internet or written documentation.
- The posting of any communication or images which links Bloom Day Nursery to any form of illegal conduct or which may damage the reputation of the Company. This includes defamatory comments.
- The disclosure of confidential or business-sensitive information; or the disclosure of information or images that could compromise the security of the company.
- The posting of any images of employees, children, or anyone directly connected with Bloom Day Nursery whilst engaged in Nursery activities.

In addition to the above all Bloom Day Nursery employees must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments on social networking sites about Bloom Day Nursery or anyone at or

- connected with the company either directly or indirectly.
- Use social networking sites responsibly and ensure that neither their personal/ professional reputation, nor the company's reputation is compromised by inappropriate postings.
 - Are aware of the potential of on-line identity fraud and to be cautious when giving out personal information about themselves which may compromise their personal safety and security.

Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. Where it is found that there has been a breach of the policy this may result in action being taken under the Disciplinary Procedure. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to Bloom Day Nursery's ethos and principles.
- The Registered Person will take appropriate action in order to protect Bloom Day Nursery's reputation and that of its staff, parents, children and anyone else directly linked to the company.

Date of review: March 2018