GEMS TINEY HOME NURSERY

HOME FROM HOME CHILDCARE

# Social Media Policy

## Purpose and authorised use

Social media can share nursery news and professional ideas, but children's privacy and safeguarding come first. This policy covers official nursery accounts and relevant staff, parent and visitor use. Gemma approves who can post or respond on behalf of Gems tiney Home Nursery and controls account access.

## Official accounts and children's images

Official posts must be accurate, respectful and suitable for public viewing. Do not disclose private family circumstances, health or SEND information, safeguarding matters, full names, addresses, identifying routines or live locations that could create risk. Generic or non-identifying content is preferred where practical.

Public use of a child's photograph or video requires specific written parental permission for that purpose, checked for every identifiable child. Secure parent-update permission does not automatically permit publicity. Consider the child's wishes and comfort even where parents have consented. Refusing publicity does not affect care or a place.

No images of intimate care, undressing, distress, humiliation or inappropriate situations are used. Review background details, uniforms, location markers and metadata before posting. Posts must not imply a family endorsement without permission.

## Staff boundaries and working time

Adults must not put minded children's images or confidential family information on personal accounts or privately share it with unauthorised people. Personal privacy settings do not make inappropriate disclosure safe. Existing friendships with parents are managed transparently and must not compromise confidentiality or fair treatment.

Approved phones remain available for tiney app records, photos and emergency communication. This does not authorise personal social media browsing while supervising children. Official posting is carried out only when childcare responsibilities are safely covered or outside direct care time.

Nursery data must not be uploaded to unapproved AI or content-generation services. Any proposed scheduling or content tool requires Gemma's review of data use, access and security before identifiable information is supplied.

## Families visitors and communication

Parents and visitors are asked not to post or forward images or information about other nursery children or families without appropriate permission. Event photography arrangements are explained separately. We respond promptly to privacy concerns and seek removal of unauthorised content where appropriate.

Social media messages are not the route for urgent absence, medical or collection changes. Families should use agreed direct contact or the tiney app. Private concerns are moved to a suitable secure communication route rather than discussed in public comments.

We encourage families to raise concerns with Gemma so they can be addressed, while respecting their right to complain to tiney or statutory agencies or give lawful feedback. This policy does not prohibit legitimate reviews, independent advice or protected whistleblowing.

## Account security incidents and moderation

Official accounts use strong access protection, multifactor authentication where available and restricted authorised users. Access is removed when a role ends. Posts, comments and messages are monitored proportionately; abusive or unsafe material is handled without disclosing private information in a reply.

Report unauthorised images, account compromise, threatening contact or possible grooming to Gemma immediately. Stop further sharing, secure accounts and assess safeguarding and data breach action. Immediate danger requires 999; relevant child protection concerns go to statutory services without delay.

Do not screenshot, download or forward suspected child sexual abuse images. Restrict access and seek police advice about evidence and reporting. Other incident evidence is retained lawfully and securely. Breach notifications follow our data protection procedures.

Withdrawal records and review

Parents can withdraw consent for future consent-based publicity by contacting Gemma. We stop new use and remove accessible copies under our control where appropriate, explaining limits on already printed or independently reshared material. Relevant permissions and use records are retained only as necessary.

Gemma briefs assistants and reviews this policy annually and after incidents or platform changes. References: current EYFS childminder framework; UK GDPR and Data Protection Act 2018; ICO guidance; Department for Education early years online safety guidance. Related policies cover phones, privacy, internet safety, staff behaviour and safeguarding.

Policy owner: Gemma Bayley
Reviewed: November 2026
Next review due: November 2027