

Social Media Policy

ASD Stars acknowledges that many staff members enjoy networking with friends and family via social media. However, we must balance this with our duty to maintain the confidentiality of children and parents attending our Club, as well as uphold our good reputation. Staff are reminded that they represent our Club both during and outside of working hours, and are expected to conduct themselves accordingly when using social media platforms.

This policy encompasses (but is not limited to) social media platforms such as:

- Twitter
- Facebook
- YouTube
- Tumblr
- Instagram
- Personal blogs and websites
- Comments posted on third-party blogs or websites
- Online forums

Social Media Rules: When using social media sites, staff must not:

- Post anything that could damage our Club's reputation.
- Post anything that could offend other staff members, parents, or children using our Club.
- Publish any photographs or materials that could identify the children or our Club.
- Accept invitations from parents to connect via social media (e.g., friend requests on Facebook) unless they already know the parent in a private capacity.
- Discuss any issues relating to a child or our Club with parents. Instead, invite the parent to raise the issue when they are next at the Club, or to contact the Manager if the matter is urgent.

Any staff member who posts content or comments that breach confidentiality or could harm the reputation of our Club or other staff members, or who publishes photographs of the setting or children, will face disciplinary action in line with our Staff Disciplinary policy.

General Cautions for Using Social Media: When using social media in any context, it is wise to bear in mind the following points:

- No information published via the internet is ever totally secure; if you don't want information to become public, do not post it online.
- Once an image or information is in the public domain, it is potentially there forever – Google never forgets!

Related Policies: See also: Data Protection Policy, Staff Disciplinary Policy, Safeguarding Policy.

This policy was established by: ASD Stars	Date: 20/10/2024
To be reviewed:1/09/2026	Signed:

Prepared in accordance with the Statutory Framework for the Early Years Foundation Stage (2017):
Safeguarding and Welfare Requirements: Health [3.45-3.46]