

# Kangaroo Kids Social Media Policy

September 2023

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## **Statement of intent:**

At Kangaroo Kids, we are passionate about protecting the children and families who attend our setting and the staff who work here. We are a professional organisation and want to ensure our online reputation reflects this.

## **How do we do this?**

Staff must act in the best interests of the children and the setting. To encourage this, they must follow these guidelines:

- Staff should not mention children from Kangaroo Kids on their online profiles.
- Staff should not write direct or indirect suggestive comments about work on their online profiles.
- Staff should not publish photos of children on their online profiles.
- Staff should not publish photos of staff on site on their online profiles.
- Staff should not use personal phones to take photos in the setting.
- Staff should not access social media sites during working hours.
- Staff must not mention any external agencies we work with on social media.
- Staff should not accept friend requests from parents unless they are known in a personal capacity. Instead, parents should be signposted to the official Facebook page.
- Staff are advised to set online profiles to private.
- Staff are responsible for adhering to the terms of service for each site they use.
- Social media profiles should not display behaviour deemed to be inappropriate for a childcare professional.
- Staff must not use our logo on their own social media profile.
- Staff must not use social media to insult or abuse another person.

We encourage staff to be mindful that everything you post online is public, even with the highest privacy settings. You must assume everything is permanent and may be shared. We treat behaviour online as we would if it occurred in person.