Social Media Policy

This social media policy applies to parents, members of staff, students, committee members and volunteers at Tywardreath Pre-School Playgroup.

This policy includes (but is not limited to) the following technologies:

- Social networking sites (e.g. Facebook, Instagram, Snapchat)
- Blogs
- Discussion forums
- Collaborative online spaces
- Media Sharing services (i.e. YouTube)
- Micro-blogging (i.e. Twitter)

We currently use Facebook to:

- Occasionally share learning through play adventures
- To share reputable information about education and care, such as links for primary school applications from Cornwall Council, healthy eating and local events.

Only the setting manager can update the Facebook account, to ensure that only the correct content and images are shared. There is an emergency admin login on a separate Pre-School login for Facebook, should access be required that is not from the manager's account. We do not share photos of children on our Facebook page, as of September 2026.

General guidelines for anyone associated with the Pre-School using social media:

Personal security settings should be managed to ensure that information is only available to people you choose to share information with.

Remember that no information sent over the web is totally secure and as such if you do not wish the information to be made public refrain from sending it through social media.

Maintain professionalism, honesty and respect.

Apply a “good judgement” test for every social media post you make.

Social media

Pre-School recognises that staff, students, committee or volunteers may be regular users of social media and has no intention to curtail their use of it beyond reasonable requests to adhere to Safeguarding regulations and professionalism.

Staff, students, committee or volunteers are advised to manage their personal security settings to ensure that their information is only available to people they choose to share information with.

Reviewed on: 25th October 2026

Staff, students, committee or volunteers should not accept service users, (parents/carers or former children) as friends, due to this being a breach of expected professional conduct, unless they already know them in a personal capacity before their child starts at Pre-School.

Staff, students, committee or volunteers should avoid personal communication, including on social networking sites, with the children and parents with whom they act in a professional capacity.

If staff, students, committee or volunteers name the organisation or workplace in any social media they do so in a way that is not detrimental to the organisation or its service users.

Staff, students, committee or volunteers observe confidentiality and refrain from discussing any issues relating to work on any online platforms.

Staff, students, committee or volunteers should not share information they would not want children, parents or colleagues to view.

Staff, students, committee or volunteers should report any concerns or breaches to the designated person, Tracey Lewarne, setting manager, or Harley Medgyesy, committee chair.

Any member of staff, student, committee or volunteer found to be posting remarks or comments that breach confidentiality, bring Pre-School into disrepute or that are deemed to be of a detrimental nature to the Pre-School or other employees, or posting/publishing photographs of the setting, children or staff may face disciplinary action in line with the Pre-School disciplinary procedures (students will be asked to leave immediately).

Any comment deemed to be inappropriate is to be reported to the Chair and Manager and any action taken will be at their discretion.

Staff, students, committee or volunteers must not discuss Pre-School (including colleagues, children, parents or the organisation) in conversations that take place on social media in any way that goes beyond giving out information which is already freely available on the Pre-School website.

It is recognised that potential parents may ask publicly for opinions on our Pre-School and/or other Pre-Schools in the area. Staff are advised not to engage in such discussions.

As tempting as it may be to defend colleagues and/or the organisation, employees should not enter into such conversations, unless it is to repeat information already publicly available on the Pre-School website or to pass on an official statement prepared by the Manager and/or the Committee in response to the discussion.

As per the Cameras and Mobile Devices Policy, staff do not take any photographs of Pre-School children on their own phones. If staff are asked to take photos of children, then they must only be taken using a camera that belongs to Pre-School.

Social Media and Parents/Carers

Tywardreath Pre-School Playgroup recognises that parents/carers and their families may be regular users of social media and has no intention to curtail their use of it beyond reasonable requests to adhere to Safeguarding regulations and professionalism. It is also recognised that such parents/carers may not be wholly familiar with the requirements of Safeguarding, so the following brief guidelines are provided:

Remember that nothing you put on social media can be considered fully private, no matter how strong your privacy settings are.

Be cautious about how you discuss Pre-School in conversations on social media. Do not reveal anything else that could reveal the identities of the children who attend the Pre-School, such as the names of other children and their parents/carers.

If you have any concerns, we ask that you do not discuss them on social media. Such concerns should always be reported to the Manager so that they can be investigated, discussed and resolved formally.

If any opinions are discussed on social media which result in any detrimental effect on Pre-School, its employees, its children or its parents/carers, then Pre-School will follow formal proceedings to investigate.

Do not create any social media friendships with staff/volunteers at Pre-School – this is so that the Manager can be confident that the correct professional relationships are being maintained between staff and parents.

Pre-School will make an exception to this rule if a parent has an existing relationship with an employee/volunteer before your child starts at Pre-School. This rule no longer applies once your child has left Pre-School.

If you become aware of any conversation taking place on social media about Pre-School and the tone of that conversation is critical of individual staff members or the organisation, then it must be reported to the Manager for investigation.

As part of our duty to safeguard children, it is essential to maintain the privacy and security of all our families. We therefore require that:

- No photographic equipment, including mobile phones, is to be used within the Pre-School setting at any time.
- No photographs are to be taken within the Pre-School setting or at Pre-School special events and outings with the children.
- Parents/carers will be asked directly, by means of verbal announcement at Pre-School events not to take any photographs or video recordings of any children in a group situation. Parents/carers will be given a designated place to take an individual photograph of their child, to mark the occasions for personal use only, for example, in front of the Christmas tree.
- Parents/carers are advised that they do not have a right to photograph anyone else's child or to upload photos of anyone else's children. (This excludes those photographs taken by staff for the children's online learning journal, which are sometimes used for display in the setting, for use on the Pre-School website and in other advertising material if parental permission is given).
- No public discussions are to be held or comments made on social media sites regarding the Pre-School children, staff or committee business (except appropriate use for marketing fund raising events) or that could be construed to have any impact on the Pre-School's reputation or that would offend any member of staff or parent using the Pre-School.