



Dunoon ELC

Social Media Policy

This policy was adopted at a meeting of:

Dunoon Early Learning and Childcare

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On May 2025

Signed: *Rachael Bryant*

Designation: Principal Teacher

Statement of Purpose



The UN Convention on the Rights of the Child

Article 2 (non-discrimination)
Article 3 (best interests of the child)
Article 8 (protection and preservation of identity)
Article 12 (respect for views of the child)

Most of us use social media in our lives. Social media can be a great way to spread the word about what we do at Dunoon Primary School ELC and to communicate with parents/carers. It's important for us to remember that what we post on social media through our own private accounts and the ELC's Facebook account that we are representing our ELC, and what we say can reflect on the ELC and the wider school.

Consistency of Approach

Dunoon Primary School ELC aims to promote itself, and so hosts an account on Facebook. The use of the Dunoon Primary School ELC Facebook group and comments/posts/tags by/to these accounts will be in keeping with the positive image being promoted by the ELC. Typical posts on this accounts will be pedagogy based, registration adverts and press releases. These posts may include photographs or videos, which will adhere to the consent guidance in the Dunoon Primary School Photographic and Recording Devices Policy. Families are able to change their consent for public use of photographs/videos at any point by contacting the school.

Seesaw is private and access given only to individuals who prove themselves as parents/carers of a currently enrolled child. These groups will be periodically cleared of parents/carers whose children have left the setting. Typical posts will include observations (linked to what the child/children are learning and including next steps), general activities happening at nursery, upcoming events, interesting activities to try at home and comments from parents/carers (approved by staff). Families are able to change their consent for public use of photographs/videos at any point by contacting the school.

When interacting on the Facebook page, it is at Staff's own discretion whether they use their own account or create a Dunoon Primary School ELC specific one. In either case, Staff must ensure that the image they are portraying is professional and in line with Dunoon Primary School ELC's ethos.

Staff Personal Accounts

Dunoon Primary School ELC has a high reputation to maintain and comments made on sites such as Facebook could have an impact on how families using the nursery view the staff. To that end, Dunoon Primary School ELC as an organisation insists that:

- Staff/students/volunteers must not post anything onto any social networking site that could be misconstrued and have an impact on the nursery's reputation;
- Staff/students/volunteers must not post anything on social networking websites that will cause offense to another staff member or families using the nursery;

● It is not recommended to allow families to access staff/volunteer/students' own personal pages. If staff/students/volunteers allow parents to view their social network profile then this relationship must remain professional at all times.

Health and Social Care Standards:

1.2 My human rights are protected and promoted and I experience no discrimination.

3.14 I have confidence in people because they are trained, competent and skilled, are able to reflect on their practice and follow their professional and organisational codes

3.20 I am protected from harm, neglect, abuse, bullying and exploitation by people have a clear understanding of their responsibilities.

3.25 I am helped to feel safe and secure in my local community