Dunoon ELC
Social Media Policy

This policy was adopted at a meeting of:

Dunoon Early Learning and Childcare

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August 2026

Signed: *Isla Alexander-McGarry*

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 public Facebook page—represents our ELC. What we say and share reflects directly on the ELC, the wider school, and our commitment to children's rights, privacy, and safety.

Consistency of Approach

Public Social Media (Facebook)

Dunoon Primary School ELC runs a public Facebook page to celebrate the children's learning and share nursery updates with our wider community. The use of the Dunoon Primary School ELC Facebook page, along with comments, posts, and tags, will always be in keeping with the positive image being promoted by the ELC and aligned with the Care Inspectorate's Quality Framework (upholding children's rights to privacy and protection under the UNCRC). Content on this page will primarily feature updates on learning experiences, enrolment notices, upcoming ELC events, and official school news. These posts may include photographs or videos, which will strictly adhere to the opt-in consent guidance in the Dunoon Primary School Photographic and Recording Devices Policy. Photos of children will never include full names or personal details.

As a public page, comments and interactions are regularly monitored by ELC administrators. Any inappropriate comments, breach of confidentiality, or personal details will be removed immediately. Direct messaging will be redirected to official school contact channels. Families are able to change their consent for public use of photographs/videos at any point by contacting the school.

Closed Learning Platforms (Seesaw)

Seesaw is private and access is 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 or transitioned from 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 digital learning platforms at any point by contacting the school.

When interacting on the public Facebook page on behalf of the nursery, Staff must use official, dedicated ELC admin profiles rather than personal accounts. Staff must ensure that the image they are portraying is professional, competent, and in line with Dunoon Primary School ELC's ethos. Personal devices must never be used to capture or upload media of ELC children.

Staff Personal Accounts

Dunoon Primary School ELC has a high reputation to maintain, and comments or content posted on personal sites could have an impact on how families using the nursery view the staff and the setting. To maintain professional boundaries in line with SSSC Codes of Practice, Dunoon Primary School ELC insists that:

- Staff/students/volunteers must not post anything onto any social networking site that could be misconstrued, compromise child safety, or have a negative 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, or disclose confidential information about the setting;
- It is strongly recommended **not** to allow families to access staff/volunteer/students' own personal pages. If staff/students/volunteers allow parents to view their personal social network profiles (or have pre-existing relationships), this relationship must remain professional at all times.
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Health and Social Care Standards & Quality Framework Alignment:

- **1.2** My human rights are protected and promoted and I experience no discrimination. *(Children's privacy and rights are protected across all public and digital platforms).*
- **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. *(Staff adhere to SSSC codes and professional boundaries online).*
- **3.20** I am protected from harm, neglect, abuse, bullying and exploitation by people who have a clear understanding of their responsibilities. *(Public pages are moderated continuously to protect children and families from online risks).*
- **3.25** I am helped to feel safe and secure in my local community. *(Digital communications build positive community links while safely maintaining children's anonymity).*