

Oyster Bay Nursery

Social Media Policy

Date written: October 2026

Date of last update: October 2026

Date agreed and ratified by October 2026

Date of next full review: September 2027

This policy will be reviewed at least annually and/or following any lessons learnt and/or updates to national or local guidance and procedures.

Designated Safeguarding Lead (DSL)	Debra Hines
Deputy Designated Safeguarding Lead(s)	Grace Sidders Rachel Finch
Nominated Individual	Debra Hines
Nursery Manager	Grace Sidders

1. Policy statement

Oyster Bay Nursery recognises that social media can be a useful way to communicate with families, celebrate nursery activities and share information about children's learning and development.

However, social media can create risks to children's safeguarding, privacy, confidentiality and the professional reputation of the nursery.

This policy sets out expectations for the safe and responsible use of social media, both when representing the nursery and when using personal accounts. It should be read alongside the nursery's Safeguarding and Child Protection Policy, Data Protection and Privacy Policy, Mobile Phone and Camera Policy, Staff Code of Conduct and Complaints Policy.

The welfare and best interests of children will always be the nursery's priority.

2. Aims of the policy

This policy aims to:

- Protect children, families and staff from inappropriate online exposure.
- Maintain confidentiality and protect personal information.
- Ensure photographs and videos of children are handled safely.
- Establish clear professional boundaries between staff and families.
- Ensure official nursery social media accounts are managed securely.
- Explain how online concerns, complaints and inappropriate content will be addressed.

3. Official nursery social media accounts

Only staff authorised by the Nursery Manager may create, manage or post on official Oyster Bay Nursery social media accounts.

The nursery will:

- Use official accounts to share nursery news and activities for families.
- Ensure posts are professional, respectful, accurate and suitable for a childcare setting.
- Restrict account access to authorised staff who understand this policy.
- Keep account login details secure and use multi-factor authentication where available.

- Ensure at least two authorised people can oversee account management, where practicable.
- Review access when a staff member leaves or changes role.
- Avoid publishing personal information that could identify a child's location, routines or private circumstances.
- Monitor comments and messages and respond appropriately.

Staff must not create unofficial pages or accounts that claim to represent Oyster Bay Nursery without permission.

4. Photographs and videos of children

Protecting children's identities and privacy is a key responsibility of the nursery.

Before taking or publishing photographs or videos, the nursery will:

- Check the relevant records of parental permissions and any restrictions.
- Ensure there is an appropriate lawful basis for collecting and using the images.
- Consider whether publishing the image could create a safeguarding or privacy risk.
- Use nursery-approved devices and secure storage arrangements.
- Obtain any additional permission required for a new or different use.
- Respect a child's dignity and never publish images that are embarrassing, distressing, inappropriate or expose a child in a vulnerable situation.

The nursery will not publish a child's full name alongside their photograph on public social media. It will avoid sharing identifiable details about children's daily routines, attendance, medical needs or family circumstances.

Images of children subject to safeguarding restrictions, court orders or other relevant privacy concerns must not be published where doing so could identify or place them at risk.

Parental permission does not remove the nursery's responsibility to assess whether an image is appropriate to share.

Where permission is withdrawn or a parent raises a concern, the nursery will review the matter promptly and take appropriate action in line with its legal obligations and data protection procedures.

5. Staff use of personal social media

Staff are entitled to use personal social media accounts in their own time. However, they must maintain professional boundaries and protect confidential information relating to the nursery.

Staff must not:

- Post photographs or videos of children taken at the nursery on personal accounts.
- Share children's names, personal details, family circumstances or confidential nursery information.
- Publish confidential information about colleagues, parents, carers or the nursery.
- Make abusive, discriminatory, threatening or harassing comments about children, families, colleagues or the nursery.
- Post content that could reasonably compromise a child's safety or undermine professional trust.
- Present personal opinions as official statements made on behalf of Oyster Bay Nursery.
- Share screenshots of private conversations, nursery records or internal communications without authorisation.

Staff should remember that content posted online may be copied, shared or retained even after it has been deleted.

Nothing in this policy is intended to prevent staff from raising genuine concerns about safeguarding, unlawful conduct or workplace practices through appropriate channels or exercising their legal rights.

6. Professional boundaries with parents and carers

To maintain safe and transparent professional relationships:

- Staff must not use personal social media accounts to communicate privately with parents or carers about nursery business.
- Official nursery communication channels must be used for nursery-related messages.
- Staff should not accept social media friend or follow requests from current nursery families on personal accounts where this could blur professional boundaries.

- Staff must not privately message children or use social media to establish personal relationships with children.
- Any pre-existing personal relationship with a family that could create a conflict of interest must be discussed with the Nursery Manager.

Any communication with families must remain respectful, professional and appropriate.

7. Mobile phones and recording at the nursery

Personal mobile phones, cameras and recording devices must be used in accordance with the nursery's Mobile Phone and Camera Policy.

Staff must not use personal devices to photograph, film or record children while carrying out nursery duties unless an exceptional arrangement has been expressly authorised under nursery procedures.

Any authorised images must be transferred to the approved secure system as soon as practicable and removed from the personal device in accordance with the nursery's procedures.

Staff must never upload nursery images to personal social media accounts, personal cloud storage or unauthorised messaging groups.

8. Parents, carers and visitors

The nursery asks parents, carers and visitors to respect the privacy and safeguarding of all children when taking or sharing photographs and videos at nursery events.

Where photography is permitted:

- Parents and carers must follow any instructions given by nursery staff.
- They must avoid photographing or recording other children where permission has not been given.
- They must not post identifiable images of other children on public social media without appropriate authority.
- They must follow any restrictions introduced to protect a child's safety or privacy.

The nursery may restrict photography or recording at events where necessary to protect children and families.

9. Communication, comments and complaints online

Official social media accounts must not be used to discuss individual children's progress, health, behaviour, family circumstances or safeguarding concerns.

If a parent or carer raises a concern or complaint online, staff must remain professional and must not disclose confidential information in response.

Staff should direct the person to the nursery's formal complaints procedure or an appropriate private communication channel.

The nursery may hide or remove comments that contain personal information, abusive language, discriminatory content, threats or material that creates a safeguarding or privacy risk, in accordance with its moderation arrangements.

Concerns requiring urgent safeguarding action must be referred immediately through the nursery's safeguarding procedures rather than dealt with solely through social media.

10. Online safeguarding concerns

Any concern involving inappropriate online contact, harmful content, misuse of children's images, cyberbullying, harassment or potential exploitation must be reported promptly to the Designated Safeguarding Lead (DSL) or Nursery Manager.

The nursery will:

- Take concerns seriously and respond proportionately.
- Preserve relevant evidence where appropriate and lawful.
- Consider whether a referral to children's social care, the police, Ofsted or another appropriate body is necessary.
- Follow the nursery's safeguarding and allegations procedures where a member of staff or another adult may have acted inappropriately.
- Record actions taken and maintain confidentiality as far as possible.

Staff must not conduct their own investigation in a way that could compromise a safeguarding response.

11. Security and data protection

Personal information and images must be handled in accordance with the nursery's Data Protection and Privacy Policy and applicable data protection legislation.

The nursery will ensure that:

- Access to official accounts is restricted.
- Passwords and recovery details are kept secure.
- Images and information are stored only on approved systems.
- Personal information is not shared with unauthorised individuals.

- Suspected account compromise, accidental disclosure or misuse of information is reported immediately to the Nursery Manager.

Where a data breach occurs, the nursery will assess the incident and take any required action, including notification to affected individuals or the Information Commissioner's Office where legally necessary.

12. Breaches of this policy

Any suspected breach must be reported to the Nursery Manager or Nominated Individual.

Depending on the circumstances, the nursery may take action under its staff disciplinary procedures, safeguarding procedures or other relevant policies. Serious concerns may be referred to the appropriate authorities.

The nursery will consider each incident fairly, proportionately and with the safety of children as its primary concern.

13. Staff training and responsibilities

All staff must read and understand this policy as part of induction and follow it throughout their employment or placement.

The Nursery Manager will ensure that staff receive appropriate guidance on:

- Online safeguarding and professional boundaries.
- Safe use of photographs and videos.
- Confidentiality and data protection.
- Reporting online concerns and suspected breaches.

Staff must seek advice if they are unsure whether content can be shared or whether a particular online interaction is appropriate.