

33: Social Media

Kidz Enterprise takes the safety and privacy of children and young people extremely seriously as a matter of both legal and moral importance.

Social media include the various types of websites that enable people to interact online: multi-media, social networking sites like Facebook, blogs, wikis, podcast, forums, micro blogging and contact communities for example, YouTube - this is by no means an exhaustive list.

This policy is in addition to and complements our policies regarding the use of technology, computers, e-mail, photographic equipment and the internet.

Kidz Enterprise strictly prohibits all staff from publishing or commenting via any form of social media during work hours or from using work facilities, or in any way that suggests they are doing so in connection with the Out of School Club.

In accordance with our duties under The Data Protection Act 1998, Kidz Enterprise strictly prohibits all staff from disclosing any information regarding children or staff (written or pictorial), and other confidential information regarding Kidz Enterprise, even in private messages between other members of staff.

If a staff member is required to be engaged in work related social media, the staff member must obtain the permission of the person in charge.

Staff may not use the out of school club's name for social media identities, login IDs and user names without prior approval from the person in charge. Kidz Enterprise's logo and trademark must not appear on internet posting unless staff are speaking on Kidz Enterprise's behalf and clear permission is granted.

Where staff are allowed to identify themselves as employees of Kidz Enterprise, there is responsibility for representing Kidz Enterprise in a professional manner. Staff are also expected to mention that the opinions and views expressed are solely those of the author and do not necessarily represent the views of Kidz Enterprise management or staff, as everything that is posted reflects on Kidz Enterprise and its image.

Staff must always exercise good judgement and common sense regardless of whether online comments relate to their job.

All staff must respect copyright, privacy, fair use and other applicable laws including the out of school club own copyright and brands.

Staff must not post comments that can be interpreted as:

- Personal attacks
- Defamation
- Bullying and harassment
- Spam
- Offensive comment
- Illegal activities

Any misuse of social networking sites that has a negative impact on Kidz Enterprise may be regarded as a disciplinary offence. Instances where Kidz Enterprise is brought into disrepute may constitute misconduct or gross misconduct and disciplinary action will be applied. Please refer to the Staff Disciplinary & Grievance Procedures.

This policy may be read in conjunction with Kidz Enterprise's photography and mobile phones policy, bullying and harassment policy

What is published will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Updated By: Derek Beesley (Director of Childcare) Date: 6th March 2016

Signature: *D. Beesley*

