



## **SOCIAL MEDIA POLICY**

**Created: January 2026**

**To be reviewed: January 2027**

## **Introduction**

This policy applies to all employees, contractors, and volunteers using social media—whether during or outside of work hours—when referencing the Nursery, colleagues, children, or work-related matters. It is to be read in conjunction with the Nursery's Electronic Communications Policy. This policy does not form part of the terms and conditions of an employee's employment with the Nursery and is not intended to have contractual effect. It does, however, set out the Nursery's current practices and required standards of conduct, and all staff are required to comply with its contents. Breach of the provisions of this policy will be treated as a disciplinary offence, which may result in disciplinary action up to and including summary dismissal in accordance with the Nursery's Disciplinary Policy and Procedure.

This policy may be amended from time to time and staff will be notified of any changes no later than one month from the date those changes are intended to take effect.

## **Purpose of this Policy**

The Nursery recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, LinkedIn, blogs and Wikipedia. However, staff use of social media can pose risks to the Nursery's confidential and proprietary information, its reputation, and may jeopardise compliance with legal obligations.

To minimise these risks, avoid loss of productivity, and ensure that IT resources and communications systems are used only for appropriate work-related purposes, all Nursery staff are required to comply with the provisions of this policy.

## **Who is covered by this policy?**

This policy covers all individuals working at all levels and grades within the Nursery, including senior managers, officers, directors, employees, consultants, contractors,

trainees, homeworkers, seconded school staff, part-time and fixed-term employees, casual and agency staff, and volunteers (collectively referred to as *Staff* in this policy).

Third parties who have access to the Nursery's electronic communication systems and equipment are also required to comply with this policy.

## **Scope and Purpose of this Policy**

This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Wikipedia, all other social networking sites, and all other internet postings, including blogs.

It applies to the use of social media for both work and personal purposes, whether during work hours or otherwise. The policy applies regardless of whether social media is accessed using Nursery IT facilities and equipment or equipment belonging to members of staff.

Breach of this policy may result in disciplinary action up to and including dismissal.

Disciplinary action may be taken regardless of whether the breach is committed during working hours and regardless of whether the Nursery's equipment or facilities are used. Any member of staff suspected of committing a breach of this policy will be required to cooperate with any investigation, which may involve handing over relevant passwords and login details.

Staff may be required to remove internet postings that are deemed to constitute a breach of this policy. Failure to comply with such a request may in itself result in disciplinary action.

## **Personnel responsible for implementing the policy**

The Board of Directors has overall responsibility for the effective operation of this policy but has delegated day-to-day responsibility for its operation to the Nursery Executive Principal.

Responsibility for monitoring and reviewing the operation of this policy and making recommendations for change to minimise risks also lies with the Nursery Executive Principal, in liaison with the IT Manager.

All senior Nursery staff have a specific responsibility for operating within the boundaries of this policy, ensuring that all staff understand the standards of behaviour expected of them and taking action when behaviour falls below these requirements.

All Nursery staff are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the Executive Principal in the first instance.

Questions regarding the content or application of this policy should be directed by email to the Nursery Executive Principal, Boutaina Hammouda, at [bhammouda@lmg.co.uk](mailto:bhammouda@lmg.co.uk).

## **Compliance with related policies and agreements**

Social media should never be used in a way that breaches any other Nursery policies. If an internet post would breach any policy in another forum, it will also breach it in an online forum. For example, employees are prohibited from using social media to:

- Breach the Electronic Information and Communications Systems Policy;
- Breach obligations with respect to the rules of relevant regulatory bodies;
- Breach obligations relating to confidentiality;
- Breach Disciplinary Rules;
- Defame or disparage the Nursery, its staff, pupils or parents, affiliates, partners, suppliers, vendors, or other stakeholders;
- Harass or bully other staff or breach the Anti-Harassment and Bullying Policy;
- Unlawfully discriminate against other staff or third parties or breach the Equal Opportunities Policy;
- Breach the Data Protection Policy (for example, disclosing personal information about a colleague online);

- Breach any other laws or ethical standards (for example, using social media in a false or misleading way).

Staff should never provide references for other individuals on social or professional networking sites, as such references can be attributed to the Nursery and create legal liability for both the author and the organisation.

Staff who breach any of the above policies will be subject to disciplinary action up to and including termination of employment.

## **Personal use of social media**

Personal use of social media is not permitted during working time or by means of the Nursery's computers, networks, IT resources, or communications systems.

Staff should not use a work email address to sign up to any social media account, and any personal social media page should not make reference to employment with the Nursery.

Staff must not take photos or posts from social media that belong to the Nursery for personal use.

## **Monitoring**

The contents of IT resources and communications systems are the property of the Nursery. Staff should therefore have no expectation of privacy in any messages, files, data, documents, telephone conversations, social media posts, or other communications transmitted, received, stored, or recorded on these systems.

The Nursery reserves the right to monitor, intercept, and review staff activities using its IT resources and communications systems, including social media activity, to ensure compliance with this policy and for legitimate business purposes. Staff consent to such monitoring by acknowledging this policy and using these systems.

The Nursery may store copies of such data for a period of time and may delete them without notice. Staff are advised not to use Nursery systems for matters they wish to keep private or confidential from the Nursery.

## **Educational or Extra Curricular Use of Social Media**

If duties require staff to speak on behalf of the Nursery in a social media environment, the protocol outlined below must be followed.

The Executive Principal may require training before staff use social media on behalf of the Nursery and may impose requirements and restrictions on such activity.

If contacted for comments about the Nursery for publication anywhere, including social media, staff must direct the inquiry to the Nursery Executive Principal and must not respond without prior written approval.

## **Recruitment**

The Nursery may use internet searches to perform pre-employment checks on candidates during recruitment. Where this is done, it will be in accordance with data protection and equal opportunities obligations.

## **Responsible use of social media**

The following sections provide common-sense guidelines for using social media responsibly and safely.

## **Protecting our business reputation**

Staff must not post disparaging or defamatory statements about:

- The Nursery;
- Current, past, or prospective staff;

- Current, past, or prospective pupils;
- Parents, carers, or families;
- Suppliers, service providers, affiliates, or stakeholders.

Staff should avoid communications that could be misconstrued or damage the Nursery's reputation. Where staff disclose an affiliation with the Nursery, they must make clear that their views are personal and do not represent those of the Nursery.

If staff see content that reflects poorly on the Nursery, it must be reported to the Nursery Executive Principal without unreasonable delay.

## **Respecting intellectual property and confidential information**

Staff must not jeopardise Nursery confidential information or intellectual property through social media use.

Staff must not use Nursery logos, brand names, slogans, or trademarks, or post confidential information without prior written permission from the Executive Principal.

Questions about copyright or trademark issues should be directed to the Nursery Executive Principal before posting.

## **Respecting colleagues, pupils, parents, and stakeholders**

Staff must not post offensive, discriminatory, or inappropriate content relating to colleagues, pupils, parents, service providers, or stakeholders.

No content relating to individuals connected with the Nursery should be posted without their prior written permission.

## **Monitoring and review of this policy**

The Executive Principal, or in her absence Managers, is responsible for ensuring that individuals involved in administration or investigations under this policy receive appropriate training.

Staff may raise questions or suggestions regarding this policy by speaking to the Principal in the first instance.