



Little Acorns Forest School Ltd

Social Media Policy

Policy Statement

Little Acorns Forest School recognises that social media is an important communication tool used to share information, ideas and experiences. This policy provides guidance on the responsible use of social media, both in a personal capacity and when representing the organisation.

The purpose of this policy is to:

- Protect the reputation of Little Acorns Forest School Ltd.
- Safeguard the privacy and confidentiality of children, families and staff.
- Ensure employees use social media responsibly and professionally.
- Promote positive online engagement while complying with legal and safeguarding responsibilities.

Scope

This policy applies to all employees, volunteers, contractors and anyone representing Little Acorns Forest School Ltd.

For the purpose of this policy, *social media* includes, but is not limited to:

- Facebook
- Instagram
- TikTok
- X (formerly Twitter)
- LinkedIn
- YouTube
- Blogs
- Online forums
- Messaging groups
- Community websites

The policy covers:

- Personal use of social media whilst at work.
- Personal social media activity that may impact the organisation.
- Official Little Acorns Forest School Ltd social media accounts.

Personal Use of Social Media

Employees may access their personal social media accounts during breaks or for limited personal use, provided this does not affect their work, productivity or responsibilities.

Employees should:

- Limit personal social media use during working hours.
- Ensure personal use does not interfere with providing high-quality care or supervision.
- Never use personal devices whilst supervising children.

When using personal social media, employees must:

- Make it clear that personal opinions are their own and do not represent Little Acorns Forest Schools Ltd.
- Consider using a disclaimer such as "*Views are my own.*"
- Respect confidentiality at all times.
- Never share confidential information relating to children, families, colleagues or the organisation.
- Never post photographs or videos taken during work unless authorised.
- Avoid comments or content that could be considered discriminatory, offensive, defamatory, bullying or harassing.
- Behave online in a way that maintains trust and confidence in the organisation.

Representing Little Acorns Forest School Ltd

Only authorised members of staff may post on behalf of Little Acorns Forest School Ltd. Anyone managing the organisation's social media accounts must:

- Communicate professionally, respectfully and courteously.
- Ensure information shared is accurate and appropriate.
- Avoid making commitments or statements outside their area of responsibility.
- Follow all safeguarding, confidentiality and data protection requirements.
- Comply with copyright, trademark and intellectual property laws.
- Respond to enquiries and feedback politely and constructively.
- Correct inaccurate information promptly where appropriate.

Photography and Consent

Photographs and videos of children may only be taken where appropriate parental consent has been obtained through the Bookwhen registration process or another approved consent form.

Employees may use their personal mobile phones to take photographs for Little Acorns Forest School's official social media and promotional purposes. These photographs must only be taken during authorised activities and must be transferred to the designated Social Media Manager as soon as possible.

Employees must:

- Only photograph children for whom parental consent has been obtained.
- Send photographs to the designated person.
- Permanently delete all photographs from their personal device immediately after they have been successfully transferred.
- Never share photographs through personal social media accounts or with unauthorised individuals.

Confidentiality and Safeguarding

Employees must never disclose:

- Personal information about children or families.
- Confidential business information.
- Internal discussions or documentation.
- Safeguarding concerns or incidents.
- Staff information without permission.

Any safeguarding concerns arising from social media should be reported immediately to the Designated Safeguarding Lead (DSL).

Policy written by: Dave Churchward

Date Created: November 2023

Reviewed: August 2026