SOCIAL MEDIA POLICY

Statement of intent
Roundabout Pre-School uses social media in the correct way to help keep in touch with parents/carers and marketing. All employees to be aware that Roundabout Pre-School is represented by social media and to follow the social media policy.

Social media platforms used
Roundabout has a Facebook public account, a private Facebook group (that only parents/carers of current children, staff and committee members can be a member of) and an Instagram account.

If another social media platform is to be used it must be discussed with the committee and manager before being set up.

Access
Two people are to have full admin rights. One member of staff (Social media manager) and one member from the committee.

If a committee member or staff member leave Roundabout Pre-School, they will not have access to manage posts or be a member of the private Facebook group.

Content
It is important that all posts follow this Roundabout social media policy and Facebook/ Instagram's code of conduct. There can be legal consequences for posts shared on social media.
Any posts that are profane or include offensive content are strictly forbidden.

Public Facebook page and public Instagram page
No photos to be posted to the public page unless written consent is given (this must be sought for each and every photo that has a child in it on the public pages).

No posts should identify any children.

Posts can include success stories, best practice tips, local news and events for families.

Private Facebook group
Permission to be sought in writing from parent/guardian before any photos are posted on Facebook.
Roundabout should not identify any child on Facebook or Instagram; this includes names, date of birth, initials or any other personal data.

Business reputation

Our business reputation is represented on social media. This includes any posts, comments and shares by staff and the committee.

Feedback and commenting on posts

All comments should be acknowledged by Roundabout. Either with a comment response or a like/thank you.

Negative comments

There are two types of comments:

Negative feedback
- Do not delete or hide negative feedback
- Remain professional in response and don't be defensive
- Thank the commenter for their feedback with a short response.
- Then contact them offline
- When contacting them offline or privately- show you care about the issue and want to address their concerns

Abusive or profane
- Delete any posts that are abusive or profane.
- If someone is a repeat offender, they can be blocked.

Safeguarding

When posting on any online platform if any safeguarding concerns arise then the safeguarding procedure must be followed. Please refer to our Safeguarding and Child Protection policy.

Published date: June 2025

Review date: June 2026