



Social Media Policy

(including website)

Trelawnyd Little Learners has created this policy to ensure children remain anonymous on all platforms linked to the setting. This policy, in line with the safeguarding policy and the mobile phone policy, protects children from being identifiable to the general public when it comes to marketing or informing parents / guardians.

Social Media Usage

Trelawnyd Little Learners operates a Facebook page (<https://www.facebook.com/TrelawnydLittleLearners/>) that is for the sole purpose of marketing and keeping parents / guardians updated. The person who runs this page is Ally Smith. This page should be used for the following:

- Posting artwork created by the children within the setting
- Posting the activities available to the children daily
- Updating parents / guardians on any events held by the setting
- Updating parents / guardians on information regarding the sessions (e.g. term time dates, closures, weather considerations etc)
- Advertising job vacancies within the setting
- Responding to client / potential client messages in a professional manner

Any images taken within the session to be posted to social media should follow the mobile phone policy, and be accessible to the Responsible Individual at all times.

Parents should be reassured that their child will never be posted in an identifiable manner to any social media page, which includes a child's face or any identifiable marking such as a scar or birthmark that is visible. Photos should never be taken directly of children, and instead only show their hands if engaged in an activity. Parent / guardian consent for anonymous photo usage is obtained as part of our enrollment forms.

The Registered Person / Responsible Individual should be kept in the loop in regards to updates or issues encountered while using this social media, and should be able to access the page and all controls whenever they request it.

Website Usage

Trelawnyd Little Learners operates a website (<https://www.trelawnydlittlelearners.co.uk/>) that is for the sole purpose of marketing and updating parents / guardians. This website is kept updated by Ally Smith, with marketing and editing permissions going to Scott D Smith Limited (www.scott.services).

The Registered Person / Responsible Individual should have access and input to this website at all times, and the content should follow the same guidelines as the Facebook page above.

Photographic / Posting Intentions

Any image posted to any site linked to the setting should be for one of the following reasons:

- **Artwork:** to show parents / guardians what their children have been working on within the session. These images should ONLY be of artwork, and not include anything that could identify a child within the setting (e.g. no names visible)
- **Set up activities:** to show parents / guardians and potential future customers the different activities on offer within each session. These images should be taken before the children have started to play / engage with them. Where possible, these images should be taken before children enter the room for their session; if this is not possible then the Person In Charge should move all children away from the activity, take their photo quickly and show it to another member of staff to confirm no children are identifiable in the photo
- **Action shots:** to show the children engaged in the activities. These images should NEVER include a child's face or entire body, and should only include hands and arms as they are engaged in their play. Any child with a birthmark, scar or other identifiable feature on their hand should never be photographed and uploaded to protect their anonymity

Once these photographs are uploaded they should be removed from the device after successful upload to any site linked to the setting.

If a child is found to be identifiable in any way across any of these sites, it should be reported to the Person In Charge or Responsible Individual as soon as possible so it can be removed and investigated. Parents / guardians or staff who see an image they believe violates this policy should contact the setting immediately.