Social Media Policy

**Aim:**

**We must ensure the safe usage of social media, and to comply with data protection legislation when using photographs of Zac’s Club children on our Facebook page. Social media includes but is not limited Facebook, Twitter, Snapchat, Instagram and LinkedIn.**

**Facebook Posts and Stories:**

**What we use it for:**

Currently Zac’s Club only maintains a Facebook account and the director has a professional profile on LinkedIn, no other company social media accounts are permitted.

Facebook posts and stories are to be created for parents/carers to view what their children have been doing during session time.

Stories and posts can be created for promotions, updates, replying to feedback and general communications with our parents/carers. Links to the pages of relevant information sites such as Ofsted, Out of School Alliance, Morton Michel, Nursery World etc have been established.

Feedback from surveys can be provided to our viewers, where we can start open discussions and receive/reply to comments on the platform.

**Who can publish posts and stories:**

Management Team:Director, Setting Managers and Deputy Managers

By accepting to have a link to Zac’s Club Facebook page, the users accept the Social Media Policy, Mobile Phone Policy, Safeguarding Policy and other relevant Zac’s Club policies relating to the posting of information on behalf of Zac’s Club Limited.

**Advertising on Facebook:**

* Advertising on Facebook is only generally used for job adverts, special campaigns (e.g. Holiday Club, spaces available in sessions etc)
* Adverts and post boosts must be approved for in advance by the director
* The content must be accurate, suitable and not mis-leading

**Newsletters:**

* Newsletters that are created on behalf of Zac’s Club by admin or management must be approved with the director prior to publishing/sending out to Parents and staff
* Currently only admin create content for the newsletters with the approval of the director
* Newsletters are usually sent out once a month to subscribed recipients
* The content usually contains company updates, upcoming events, what both settings have been doing (activities) and promotions on behalf of Zac’s Club ltd.
* Permissions for the usage of children’s photos on newsletters must be checked prior to adding the images, images can only be accessed by admin users and the director.

**Indeed**

* This platform is used for the advertisement of job vacancies on behalf of Zac’s Club ltd
* Job posts can only be released on the site by admin or the director, if it has been created by admin this also must be authorised by the director
* Job adverts are created when a position arises, the content must be accurate and not mis-leading

**Website**

* Zac’s Club ltd have a website builder with WordPress, it was built with the aid of an IT Technician who continues to provide support when needed
* The website builder can only be accessed by admin or the director, any editing, additional content/pages and updating must be approved by the director
* The website is used regularly by admin and the director for updating content and is regularly used to advertise recent job vacancies

**Precautions:**

* It is the responsibility of the individual posting content to check the consents prior to publishing, these are found on Kid’s Club HQ (permissions).
* It is recommended that the management team check the post or story with another member of the management team prior to publishing the content.
* It is advised that if any sound or media is added to the content that it is checked if appropriate to potential young viewers and is suitable for all parents/carers.
* Training can be provided to members of the management team that are unsure on how to use social media, provided by the Deputy Manager/ Admin Assistant.
* Passwords must not be shared with anyone other than the management team.

**Refer to Safeguarding and Mobile Phone Policy**



