First Baptist Church Preschool Social Media Policy

Purpose

First Baptist Church Preschool recognizes the significance information technology and social media plays in the lives of modern families as a legitimate tool for communicating and sharing information. This policy aims to weigh the opportunities social media affords us against the risks that come with making public sensitive information regarding children. The Preschool believes we can communicate to and with families while avoiding identifying and naming individual children within that community. Our aim is to build an online community that reflects our real world relationships. We want to create a tool that is innovative, natural and vibrant. We hope it will inspire our families, community and the wider educational sector. An online presence will help to lift the preschool’s profile, and enable us to better communicate with and tap into the resources contained within our extended community.

Responsibilities

This policy applies to all members of the First Baptist Church Preschool community, including:

• staff

• families

• and volunteers.

 The preschool is committed to communicating with families using various digital channels, while remaining professional, informed and respectful at all times. We do this in an effort to keep abreast of current technology, in the name of reducing our paper consumption and with the hope of building an online community that is reflective of our extended off-line community.

Guiding principles

Communications with families will at all times be respectful, informed and professional, while exercising best social media etiquette. The same behavior is expected of our wider online community.

1. The Preschool is aware there are risks involved in social media use, particularly relating to vulnerable children. We will not disclose information which is personal, private, and sensitive or may compromise children’s safety.

2. We respect the right of parents to post photographs of their own children, but respectfully refuse the right to post, tag or share photos of other people’s children. We do this to protect children’s safety and to preserve children’s digital footprints.

3. Permission will be sought in writing for any photos of children that First Baptist Weekday Preschool would like to use outside of the Preschool. Each parent and staff member will have the option of signing a consent form on enrollment which communicates specific directions in regards to the use of photos of their child or self without further permission being required. This includes but is not limited to signs, brochures, advertising material, Website, Blog entries, Instagram, Pinterest and Facebook. These photos will be used with specific intentions such as advertising.

4. At any time a parent may choose to no longer allow their child to be photographed. We ask that they notify us by email or letter.

5. To discourage any non-constructive feedback we ask parents to contribute in a meaningful way using discretion.

6. If any family or community member has concerns about content shown within social media format, they may approach a teacher or can contact the Preschool Director if further assistance is required.

7. Facebook and Instagram accounts will be used to promote the philosophy, mission, core values and teaching practice of First Baptist Church Preschool.

8. The use of Social Media will comply with the professional conduct expectations of First Baptist Church Preschool. Privacy settings will be such that it will allow all to view the content but only those connected to the preschool able to comment.

9. The page administrators will be the Director and Assistant Director, however Preschool teachers will contribute as appropriate

10. The Preschool Director and Assistant Director reserve the right to remove any inflammatory posts or pictures not in keeping with this policy. The Director and Assistant Director, in consultation with preschool staff, will remove pictures or posts at the request of staff, parents or caregivers.

11. The Preschool Director and Assistant Director are responsible for the content of the communications and obtaining and filing appropriate consents.

My signature verifies I have read and received a copy of First Baptist Church Preschool Social Media Policy.

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Signature Date