

Sample Child Care Social Media Policy

Every employee has the responsibility to maintain and enhance the Center's public image and to use the Internet in a responsible manner.

Employees must maintain professionalism at all times in all communications (in-person, written, or online) with the Center community. Additionally, all staff must be aware of the possibility of online content being shared with extended family, coworkers, and parents and staff from other classrooms within the Center, as well as others outside the Center community. Therefore, all information disseminated will be consistent with the professional standards of the Center as expressed within this Social Media Policy and the Center's Handbook.

Employees may be held responsible for any online behavior or content that connects them to the Center or implicates the Center in that behavior. Employees may also be held responsible for any statements, posts, communications, or other online behavior or content that is not consistent with the Center's mission and philosophy.

The publication of photos, images, or artwork of students at the Center, whether online or otherwise, is generally prohibited without prior approval from the Director. Some families at the Center have chosen to restrict photograph permissions of their child(ren), and it is expected that all employees will be aware of, and abide, by those restrictions.

Employees must consider and respect the privacy of the students, faculty, staff, and administrators of the Center in all online activity. The posting of confidential and/or identifying information about the children, parents, or staff at the Center on social media (including but not limited to Facebook, Twitter, Instagram, and so forth) is strictly prohibited. In no way does the Center wish to abridge the rights of its employees to engage in critical commentary and observations that may relate to the Center and its operations; however, when such commentary and observations occur within a public forum and contain confidential information, it may result in disciplinary action for the employee.

The posting of non-confidential information (promotional materials and the like) shall be restricted to official channels of communication (the Center's website/Facebook page, etc.) unless prior written approval from the Director has been obtained.

