The Lloyd Williamson Nurseries

Social Media Policy

2026-2027

Updated by Ramona Cristea and Lucy Meyer
Date: 14.10.2026
Due for Update: October 2027

For the purposes of this policy…
SMT relates to the Senior Management team – Ramona Cristea (manager) ramona@lws.org.uk and Lucy Meyer – (director) lucy@lws.org.uk and on 0207 243 3331.
'Nurseries' relates to both nurseries at 104 and 112 Palace Gardens Terrace.

Introduction

- Social media brings potential risks to the setting and to individuals. For the purposes of this policy, 'social media' is defined as websites and applications (apps) which allow people to create or share content and/or participate in social networking. Examples include, but are not limited to – Facebook, Twitter, Linkedin, Instagram, Snapchat, Reddit, Pinterest, Youtube, Wordpress, Tumblr, Ask.fm and WhatsApp.
- This policy supports our Data Protection Policy. It includes our standards and guidelines for using social media in a way which minimises the risks associated with its use, in line with the General Data Protection Regulation (GDPR), the Data Protection Act 2018 (DPA 2018) and best practice.

Scope and responsibilities

This policy applies to all use of social media by all staff, including personal use during working hours and out of hours, onsite (e.g. in lunch breaks) or offsite through the nurseries internet network or on setting owned or personal devices. This should be read in conjunction with our Bring Your Own Device (BYOD)Policy.

All staff are expected to comply with this policy. The SMT (senior management team) are responsible for ensuring it is updated as need and made available to all staff. The use of social media is discussed in staff appraisals.

Only the SMT may post information on the nurseries online e.g. in newsletters or general news updates on LinkedIn

The Data Protection Officer will aid and further guidance on the use of social media with regards to data protection.

Our Social Media Rules

Social media must never be used for cyber bullying – e.g. parents or staff using a platform such as Whatsapp to spread unpleasant/malicious rumours or comments about a staff member/parent or child. If parents have a concern about a member of staff, they should speak to either Ramona Cristea or Lucy Meyer. Please see our Complaints Policy.

If staff have a concern about a colleague they should refer to our Whistleblowing Policy.

If any family or member of staff feel bullied or harassed in any way through social media, they should report to Ramona Cristea or Lucy Meyer as soon as possible. We have a zero - tolerance view of any bullying or harassment.

Staff may not post any information including images, of the nursery, the children or the parents.

Staff may not contact past/present or future parents or children directly online. All contact should be made through Ramona Cristea. Staff may not ‘befriend’ or invite parents to follow them. If staff already know the parents outside of the nursery environment e.g. their children go to the same parties – this friendship should be made known to the SMT for full transparency.

Any inappropriate contact from parents or other staff should be reported immediately to the SMT.

Staff are expected to be mindful of their social media use and never post anything about the staff, parents and children at Lloyd Williamson Nurseries.

Staff must be mindful that anything they post will remain for others to see on the internet and cannot be taken back –staff must not post or share offensive, discriminatory or illegal content, or anything that would bring themselves or the nurseries into disrepute.

Even if staff delete content, they must be aware that it may have already been copied or saved by another user and could be shared with a wider audience.

Staff need to be aware that even if posted in a closed or private group other members may not respect the rules or your confidentiality.

Staff need to be aware that what they post could divulge information such as their home address or date of birth - potential scammers or hackers only need two pieces of personal information.

Staff should apply appropriate security and privacy settings to their social media accounts and the devices used to access them.

Staff are reminded that, as a safeguarding issue, they should always be careful about who they are ‘talking to’. (It is very easy to hide an identity in an on-line conversation.)

Always Follow the Data Protection Policy.

Staff should be aware of ‘phishing’ attempts through social media, where scammers may try to obtain information about the staff member or other users of the setting, including passwords and financial information.

A breach of this policy could lead to disciplinary action.

This policy was last reviewed on 14.10.2025

Written by Lucy Meyer, Director