



Dolce Casa Montessori

## Internet and Social Media Policy

At Dolce Casa Montessori, the responsible use of the internet and social media is essential to safeguarding children, maintaining professional boundaries, and protecting the reputation of the setting. Staff are encouraged to use digital tools where this supports their role. However, all internet and social media use must comply with current legislation, safeguarding guidance, and the expectations set out in this policy. This policy forms part of every employee's terms of employment.

### All staff must:

- Use the internet and social media responsibly and professionally
- Ensure their online activity does not compromise the safety or wellbeing of children
- Maintain clear professional boundaries with parents/carers at all times
- Never post or access content that is offensive, discriminatory, sexually explicit, or inappropriate

Any breach of this policy may result in disciplinary action, up to and including dismissal.

If inappropriate content is accessed unintentionally on a work device, the device must be closed immediately and the Manager informed.

### Personal Use of Social Media.

When using social media in a personal capacity, staff must:

- Not refer to Dolce Casa Montessori by name or implication
- Not post photographs, videos or information relating to:
  - Children
  - Parents/carers
  - Colleagues
  - The setting or its operations

**Last Review: January 2026**

Avoid sharing content that could call into question their suitability to work with children

Staff must never:

- Discuss a child's development, behaviour or experiences online
- Offer professional advice to parents via social media
- Post negative or derogatory comments about:
  - The setting
  - Colleagues
  - Parents or children
- Discuss working conditions publicly
- Post content suggesting they are unfit for work (e.g. due to illness, alcohol or drug use)

Even where parents appear friendly, online connections may place staff at risk of allegations and blurred boundaries.

### **Connecting With Parents on Social Media**

Staff are strongly discouraged from connecting with parents/carers on personal social media accounts. While this cannot be prevented, it presents safeguarding and professional risks.

Under no circumstances should staff use personal accounts to communicate with parents about:

- Children
- The setting
- Work-related matters

All communication with families must take place via approved professional channels only.

### **Setting Social Media Accounts**

Any social media account representing Dolce Casa Montessori:

- Must be approved by the Registered Provider / Manager
- Must be linked to an official setting email address
- Login details must be securely stored and accessible to management
- Should only be used during reasonable working hours
- Must only post content related to:
  - Early years education
  - Montessori practice
  - Nursery life and events

**Setting accounts must not:**

- Engage in political or religious debate
- 'Like' or share controversial content

- Be used to buy or sell items via online marketplaces

All content must reflect the values, ethos and professionalism of Dolce Casa Montessori.

### **Marketing and External Groups**

Marketing activity, including posting in local online groups, must be agreed in advance with the Manager.

Staff may respond from an authorised account only to:

- Provide contact details for enquiries or show rounds
- Promote open days or stay-and-play sessions using approved wording

All enquiries must be followed up using the setting's agreed admissions process.

### **Photography and Use of Images**

To safeguard children and staff:

- Photos and videos must only be taken using setting-owned devices
- Personal mobile phones must never be used

Written parental consent must be in place before:

- Photographing children

### **Sharing images on public or private platforms**

Images must always:

- Preserve children's dignity
- Be appropriate and respectful
- The following are strictly prohibited:
- Images of children in nappies, underwear or swimwear
- Images that could compromise a child's safety or privacy

### **Responding to Online Reviews or Comments**

If a negative review or comment is received:

- Staff must not respond directly
- The matter must be reported to the Manager or Registered Provider immediately

Where appropriate, the response will aim to:

- Take the conversation offline
- Resolve concerns professionally and discreetly

### **Online Security and Privacy**

Staff are advised to:

- Regularly review personal privacy settings
- Use audience selectors when posting personal content
- Be mindful that online content can be copied, shared or misused

Support will be provided if staff are unsure about online privacy or security settings.

### **Online Safety at Home – Working With Parents**

Dolce Casa Montessori promotes safe and responsible internet use at home by sharing guidance with families, including:

- Encouraging parents to think carefully about what they post about their children
- Raising awareness of how images can be misused, including through AI technologies
- Signposting families to the Internet Watch Foundation ([www.iwf.org.uk](http://www.iwf.org.uk))
- Recommending child-friendly search engines such as Swiggle

### **Review of Policy**

This policy is reviewed regularly and updated in line with:

- EYFS statutory requirements
- Safeguarding guidance
- Ofsted expectations