



Digital Media Policy

Version History

Version	Date	Responsible	Changes
2020/01	Jan 2020	JMB	Rebrand
2020/08	Aug 2020	JMB	Rename Digital Media Policy (was Internet, Social Media, Camera and Mobile Phone)

Cambusbarron Village Nursery

Digital Media Policy

We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs etc. However, employees' use of social media can pose risks to our confidential and proprietary information, and reputation, and can jeopardise our compliance with legal obligations.

To minimise these risks, to avoid loss of productivity and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect employees to adhere to this policy.

Use of Computers at Work

The Company relies on the integrity and availability of its Computing Systems and Infrastructure to meet its business and commercial needs. However a User's improper use of the Company Computing Systems can impact adversely on the system, waste time and resources and create legal liability and embarrassment for both the Company and the User.

All data on the Company's Computer Systems is owned by the Company. You are reminded that e-mail (including "hotmail" accounts or similar personal email accounts) and internet systems are not 'private' and the Company reserves the right to access e-mail and audit the use of the internet and other computer systems. The primary purpose for the Company's Computer Systems is for Company business use. Users may make very limited, infrequent, or incidental use of company computer systems. Unreasonable use of e-mail or the internet for personal purposes will lead to disciplinary action.

Users should be aware that any person loading, downloading, printing, storing, or receiving (without reporting to their Manager), any material of a sexual or lewd nature via electronic means or otherwise may be subject to Summary Dismissal for Gross Misconduct

Users must not use Company Computer Systems in any way that may be considered detrimental or offensive to others.

Rude, offensive and detrimental messages and files can have a serious impact on the recipient and may constitute harassment or discrimination under the current discrimination laws.

The Company will thoroughly investigate any complaint of harassment or discrimination and will take prompt corrective action. This includes implementing the Company's Disciplinary Procedure which may lead to dismissal.

Monitoring

The contents of our IT resources and communications systems are our property. Therefore, staff should have no expectation of privacy in any message, files, data, document, facsimile, telephone conversation, social media post conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on our electronic information and communications systems.

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, to ensure that our rules are being complied with and for legitimate business purposes and you consent to such monitoring by your acknowledgement of this policy and your use of such resources and systems. This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

We may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

Do not use our IT resources and communications systems for any matter that you wish to be kept private or confidential from the The Company.

Internet

Cambusbarron Village Nursery has access via PC and iPad to internet facilities for children and staff. The internet provides opportunities to enhance education providing information and for the planning of activities. Cambusbarron Village Nursery reserves the right to examine or delete any files that may be held on its devices or to monitor any internet sites visited.

Activity that is found to be unsuitable or that attacks or corrupts other systems is forbidden

Users are responsible for all e-mails sent and for contacts made that may result in e-mails being received.

Use of the system to access inappropriate materials such as pornographic, racist or offensive material is forbidden.

Internet Use by Staff and Volunteers

All Internet activity should be deemed appropriate.

Other user's files will not be accessed without their permission.

iPads will be used only for appropriate reasons.

E-mail correspondence will be directed only to people who have been approved and messages sent will be polite and responsible.

Personal social networking sites should only be accessed via work computers or during work hours for work purposes.

All staff must adhere to the above; breach of these could result in disciplinary procedures.

Internet Use by Children

The setting will work with the parents to ensure children are aware of internet use.

Internet activity should be deemed appropriate.

Children will use only age appropriate software in the setting

We will gain written consent for internet use from the parents and encourage awareness of the rules for safe internet use at all times.

Social Media

This policy covers all forms of social media, including Facebook, LinkedIn, Twitter, Google+ Wikipedia, other social networking sites, and other internet postings, including blogs. It applies to the use of social media for both business and personal purposes, during working hours and in your own time to the extent that it may affect the business of the Company. The policy applies both when the social media is accessed using our Information Systems and also when access using equipment or software belonging to employees or others. Whilst we recognise the benefits which may be gained from appropriate use of social media, it is also important to be aware that it poses significant risks to our business. These risks include disclosure of confidential information and intellectual property, damage to our reputation and the risk of legal claims. To minimise these risks this policy sets out the rules applying to the use of social media. This policy covers all employees and also others including consultants, contractors, and casual and agency staff. Breach of this policy may result in disciplinary action up to and including dismissal. Any misuse of social media should be reported to the manager.

Personal Use of Social Media at Work

We allow staff to make occasional personal use of social media only within their paid breaks so long as it does not involve unprofessional or inappropriate content.

Responsible Use of Social Media

You must not use social media in a way that might breach any of our policies, any express or implied contractual obligations, legislation, or regulatory requirements. In particular, use of social media must comply with:

- Equality, and Bullying and Harassment, Policies;
- Rules of relevant regulatory bodies;
- Contractual confidentiality requirements;
- Other key policies/requirements;

In your use of social media you must not:

- Make disparaging or defamatory statements about us, our employees, clients, customers, or suppliers;
- Harass, bully or unlawfully discriminate in any way;

- Use data obtained in the course of your employment with us in any way which breaches the provisions of GPDR 2018;
- breach copyright belonging to us;
- disclose any intellectual property, confidential or commercially sensitive information relating to our business;
- make statements which cause, or may cause, harm to our reputation or otherwise be prejudicial to our interests

You should avoid using social media communications that might be misconstrued in a way that could damage our business reputation. You should make it clear in personal postings that you are speaking on your own behalf, in particular write in the first person and use a personal e-mail address. If you disclose that you are an employee of us, you must state that your views do not represent those of your employer. For example, you could state, "the views in this posting do not represent the views of my employer". Remember that you are personally responsible for what you communicate in social media. Often materials published will be widely accessible by the public and will remain accessible for a long time. If you are uncertain or concerned about the appropriateness of any statement or posting, you should discuss it with a manager before making the post. You are not permitted to add business contacts made during the course of your employment to personal social networking accounts, such as Facebook accounts or LinkedIn accounts.

Cambusbarron Village Nursery maintains its own Social Media presence however confidentiality will be maintained when utilising social networking sites. (See Confidentiality Policy). Staff, members and volunteers involved with the service are aware that all policies and guidelines applicable to offline behaviour (ie anti-bullying, child protection, behaviour management, confidentiality etc) apply equally to our online presence. Photographs published on the Group's social media platforms remain the property of the group and should not be downloaded or shared publicly without prior consent. Our group has a high reputation to upkeep and staff and parents should be aware that comments made on Facebook or any other social network site could impact how others view our service. Therefore we maintain strong restrictions to access to social networking sites for all staff, students, volunteers and parent/carers.

Mobile phones

The Group has access to the main Community Centre landline phone to ensure effective communication between the service and service users during its day to day operations.

Staff and duty parents who have personal mobile devices understand that they have the potential to

- distract children from their learning
- inhibit an adult's capacity to readily and effectively interact and engage with the children
- distract from the care of children and increase the potential risk of harm
- present risk to children's health
- create tensions between and amongst staff and service users
- disrupt the smooth running of the session

Adults with personal mobile phones within the setting

- understand that making or taking personal calls during a session is not acceptable, except in an emergency situation
- know and understand that the setting's contact number should be the normal point of contact for parents
- consider how their use of mobile phones influences how children might learn to use them.
- may use personal phones to record children activities however this is solely to record child behaviour and development and will be transferred to Village Nursery devices as soon as possible and never shared outwith the setting.
- There is compliance with Data Protection and with the setting's policy on storage

The use of phones to take photographs and videos is subject to the conditions stated in the Confidentiality Policy.

Digital Media - cameras, camera phones and video recording

Consent for photographs is obtained from Parent /Carer on admission as part of the registration process.

Children will have access to digital cameras and iPads to record or take photographs. Staff may use the setting's iPads to take photographs to support the recording of activities or events. Photographic and video evidence are used routinely within our service to record child progress and may also be used to promote our service. As a community focussed group we recognise that stored digital media is part of our village heritage and, as such, may be stored indefinitely and may be displayed periodically within the village (such as at anniversary or celebratory events). Parents have the right to request that specific photographs or video recordings are deleted at any time. Photographic evidence may also routinely be used for staff training purposes. Photographs etc will not be widely (outwith the village) distributed without prior parental consent (unless the items are deemed historical). (See Confidentiality Policy)