



# Social Media Policy

Bijou Day Nursery & Crèche, Cowbridge

**Policy owner:** Nursery Manager / Rheolwr y Feithrinfa

**Version:** 2.0

**Last reviewed:** June 2026 / Mehefin 2026

**Next review:** June 2027 / Mehefin 2027

**Approved by:** Samantha Rennison, Responsible Individual / Unigolyn Cyfrifol

## 1. Policy Statement

Bijou Day Nursery & Crèche recognises the increasing role social media plays in daily life and is committed to ensuring its safe and responsible use in relation to our nursery, children, families and staff. This policy sets out clear expectations and guidelines to safeguard children and protect the nursery's reputation.

This policy is informed by the Data Protection Act 2018; UK GDPR; Children Act 1989 & 2004; Wales Safeguarding Procedures 2019; National Minimum Standards for Regulated Childcare (Wales) 2016; Defamation Act 2013; Online Safety Act 2023; and CIW guidance.

## 2. Scope

This policy applies to all staff, students, volunteers, agency workers, committee members and parents/carers in relation to the nursery's social media presence and any personal social media activity that references or could affect the nursery.

## 3. Nursery Social Media Accounts

- The nursery maintains official accounts on Facebook and Instagram for sharing news, events and updates with families
- Only designated, authorised staff may post on behalf of the nursery
- All content is reviewed and approved by the Nursery Manager before publication
- Photographs of children are only published where written consent has been obtained from parents/carers
- Children are never identified by full name on any social media platform
- Comments and messages on nursery accounts are monitored and responded to by authorised staff only
- Any negative, defamatory, or inappropriate comments are removed and, where necessary, reported

## 4. Staff Personal Social Media

- Staff must not identify the nursery as their workplace on personal social media profiles in a way that could compromise safeguarding

- Staff must not post photographs, videos, or information about children, families, or colleagues from the nursery on personal accounts
- Staff must not accept or send friend or follow requests to/from parents, carers or family members of children attending the nursery
- Staff must not post negative, derogatory or defamatory comments about the nursery, its staff, children, families, or partner agencies
- Staff must not use personal social media during working hours or in childcare areas
- Staff are reminded that their online activity may be viewed by CIW inspectors, parents, or prospective staff

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## 5. Parents & Carers

- Parents are asked not to photograph or film other people's children at nursery events without the consent of those children's parents
- Parents must not post photographs of other children on their social media
- We encourage parents to raise any concerns or complaints directly with the nursery rather than posting on social media
- Abusive, threatening or defamatory social media posts about the nursery, its staff or other families will be taken seriously and may affect the nursery's relationship with the family

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## 6. Safeguarding

If any staff member becomes aware of social media activity that raises a safeguarding concern — such as inappropriate images of children, extremist content, or online bullying involving a nursery family — they must report this to the DSP immediately.

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## 7. Breaches

Any breach of this policy by staff may result in disciplinary action up to and including dismissal. Serious breaches may also be reported to CIW and/or the police.

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**Bijou Day Nursery & Crèche**  
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