

Social Media Policy

This policy governs the use of social media by staff, both personally and professionally, in relation to the company. At Stride we recognise that staff enjoy networking with family and friends via social media. However, we have to balance this against our duty to maintain the confidentiality of students attending sessions as well ensuring our reputation is maintained. Staff are ambassadors for Stride and are expected to conduct themselves accordingly when using social media.

This policy covers (but is not limited to) social media platforms such as:

- Twitter
- Facebook
- YouTube
- Instagram
- Personal blogs and websites
- Comments posted on third party blogs or websites
- Online forums

Social media rules

When using social media sites, staff must not:

- Post anything that could damage Stride's reputation.
- Post anything that could offend other members of staff, parents or students.
- Publish any photographs or materials that could identify the students.
- Accept invitations from parents to connect via social media (eg friend requests on Facebook) unless they already know the parent in a private capacity.
- Discuss with parents any issues relating to their child. Instead invite the parent to raise the issue, or to contact the Manager if the matter is more urgent.

Any member of staff who posts content or comments that breach confidentiality or which could harm the reputation of Stride or other staff members, or who publishes photographs of the setting or children, will face disciplinary action in line with our **Staff Disciplinary policy**.

Related policies: Mobile Phone policy, Data Protection policy, Staff Disciplinary policy and Safeguarding and Child Protection Policy.

This policy was adopted by Stride 360	Date: 30/10/24
To be reviewed by: 30/10/26	Written by: Simone Lyons