



<p><b>Parents and Visitors Mobile Phone, Camera and Social Networking Policy</b> <b>Date: September 2013</b> <span style="float: right;"><b>Review Date: September 2014</b></span></p>
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### **Parents and Visitors use of Mobile Phones.**

Here at Best Start Nurseries, we believe that it is our duty to safeguard your child at all times during Nursery opening hours and take this responsibility extremely seriously.

We operate our own mobile phone and social networking policy in relation to staff within the setting. Whilst we recognise that there may be emergency situations which necessitate the use of a mobile phone, in order to ensure the safety and welfare of all children within our care, we request that parents and visitors also refrain from using mobile phones whilst in Nursery.

We believe that this not only safeguards your child but also allows us to foster our relationships with you and provides a quality time to hear how your child has been getting on during the day without added distractions.

### **Parents and Visitors use of Cameras**

Here at Best Start Nurseries we again try to ensure the safety and welfare of your child at all times and have therefore implemented a camera policy.

We ensure that any photographs or recordings of your child are only done with prior written permission from you the child's parent. We gain this information during the registration period, which is then regularly updated.

We ask for individual permission for photographs of your child to be used for the following:

- ~ Your child's learning journey (your child may also be on another child's photograph but will not be the primary person)
- ~ In-house in Nursery, i.e. display boards
- ~ Promotional materials ( including our website, brochure and in the local press)

If you as a parent are unhappy about one or more of these uses then the Nursery will respect your wishes and find alternative ways of recording your child's play or learning.

Staff are not permitted to take photographs or recordings of a child on their own devices and only use those provided by Nursery. This is monitored by senior management to ensure that all photographs/recordings and your wishes are adhered to.

Prior consent from senior management is required for parents to use any recording device or camera on nursery premises. During special events, e.g. Christmas, staff may produce group photographs to distribute to parents on request. During events like this, prior individual permission will be sought and we will ensure that all photographs are taken in line with your parental voice.

### **Social Networking Advice for Parents and Visitors**

The Nursery has a high reputation to upkeep and comments made on sites such as 'Facebook' could have an impact on how parents using the Nursery view the staff. We are in the process of marketing the Nursery through the power of Facebook. New clients can view us and our current parents can be notified of events, Nursery closures etc. Therefore parents could be more likely to view individual profiles of the staff employed at the company. We advise staff not to post anything onto social networking sites that could be construed to have any impact on the Nursery's reputation, or that may offend another member of staff or parent using the Nursery. If staff choose to allow parents to view their page on social networking sites then this relationship must remain professional at all times. We ask that you are understanding with this matter and follow your own discretion.