Early Explorers
Day Nursery and Pre School

Photography and Social Media Policy

1. Policy Statement

Early Explorers is committed to safeguarding children and protecting their privacy. The use of photography, video recording, and social media within our setting is carefully managed to ensure children's images are used appropriately, lawfully, and with the full informed consent of parents and carers.

This policy applies to all staff, students, volunteers, contractors, and parents/carers on our premises or representing the setting in any capacity.

2. Legal Framework

We comply with:

- **UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018** — images of children are personal data and must be processed lawfully
- **EYFS Statutory Framework** — requirements to keep children safe and maintain confidentiality
- **Safeguarding and Child Protection legislation** — including Working Together to Safeguard Children (2023)
- **Children Act 1989 and 2004**
- **Guidance from the Information Commissioner's Office (ICO)**

3. Consent

- Written consent is obtained from parents and carers before any photographs or videos of their child are taken or used by the setting.
- Consent is obtained as part of the registration process and is reviewed annually or when circumstances change.
- Consent specifies the purposes for which images may be used: learning journals, displays within the setting, the nursery website, and social media.
- Consent for one purpose does not imply consent for all purposes. Each use must be covered by the original consent form.
- Parents may withdraw consent at any time by notifying management in writing. Any existing images will be removed from public-facing platforms within 5 working days.
- Where a child is subject to a court order, care proceedings, or specific safeguarding concern, no images will be taken or shared under any circumstances without explicit advice from the local authority.

4. Staff Use of Cameras and Devices

- Only setting-owned devices (tablets, cameras) may be used to photograph or film children.

- Staff must never use personal mobile phones or personal devices to photograph, film, or record children — this applies at all times on the premises and on outings.
- Images taken on setting devices must be transferred to the secure learning journal system or management computer and deleted from the device promptly.
- Images must never be stored on personal devices, personal cloud accounts, or sent via personal messaging applications.
- Staff must never share images of children in any personal capacity, including private social media accounts, messaging groups, or email.
- Any breach of this policy by a member of staff will be treated as a serious disciplinary matter and may be referred to the police or the Disclosure and Barring Service.

5. Learning Journals and Observations

- Photographs taken for the purpose of learning journals and observations are stored securely on the setting's approved platform.
- Access is restricted to the child's key person, management, and the child's parents or carers.
- Images used in learning journals are not shared with other families or used for any other purpose without specific consent.

6. The Setting's Use of Social Media

Early Explorers may use social media platforms (such as Facebook, Instagram, or a nursery app) to share general images that celebrate nursery life. The following rules apply:

- Only images of children for whom consent has been specifically granted for social media use will be shared.
- Images are reviewed by a member of management before being posted to ensure no child is identifiable whose parents have not given social media consent.
- No child's full name, address, or personal information will ever appear alongside an image on social media.
- Images posted to social media will not include children who are subject to safeguarding concerns or court orders.
- The setting's social media accounts are managed by a designated member of management. Login credentials are held securely and not shared with general staff.
- Comments on social media posts are monitored and any inappropriate comments are removed and reported to management.

7. Staff Personal Use of Social Media

- Staff must not post any information, images, or comments about children, families, or colleagues on personal social media at any time — including outside of working hours.
- Staff must not discuss the setting, its children, or its families on any public or private online platform in a way that could identify individuals or bring the setting into disrepute.

- Staff must not accept friend or connection requests from current or former nursery parents on personal social media accounts.
- Staff are advised to review their own social media privacy settings regularly to ensure personal information cannot be accessed by parents or children.
- Breaches of this section of the policy will be treated as a serious disciplinary matter under our Staff Code of Conduct.

8. Parents and Visitors

- Parents and visitors may take photographs of their own child at events such as concerts, nativity performances, and sports days, provided they agree not to post images of other children on social media.
- At events, staff will remind parents of this expectation verbally and signage will be displayed.
- Parents must never photograph or film other people's children without their consent.
- If a parent is found to have shared images of other children without consent, management will address this directly and may involve the ICO if necessary.

9. Drones and External Recording

- The use of drones or external recording equipment on or near the premises is not permitted without the prior written agreement of management.
- If the setting becomes aware that a neighbouring property or member of the public is recording children, management will take appropriate action including contacting the police if necessary.

10. Reporting Concerns

Any member of staff who believes that images of children are being taken or used inappropriately must report this immediately to the Manager or Designated Safeguarding Lead. This includes concerns about:

- A colleague using a personal device to photograph children.
- Images of children appearing on unauthorised social media accounts.
- A parent or visitor photographing children without consent.

All concerns will be investigated promptly and, where there is any risk to a child, referred to the local authority or police.

11. Responsibilities

- **Manager** — ensures this policy is implemented, staff are trained, consent records are up to date, and any breaches are investigated.
- **All Staff** — follow this policy at all times and report any concerns immediately.
- **Designated Safeguarding Lead** — advises on any photography concerns that have a safeguarding dimension.

- **Parents** — provide informed consent, respect the privacy of other children, and follow the setting's guidelines at events.

12. Review

This policy is reviewed annually, following any incident involving photography or social media, or when there is a change in legislation or guidance. All staff are informed of any updates.

This policy was adopted on		Date for review
Aug 2025	Early Explorers Day Nursery	*Aug 2027*