



Social Media Policy

Bumble & Bloom Childcare

This policy sets out how social media is used in relation to the setting, protecting children's privacy and the reputation of the service.

Setting-run accounts

- Any social media presence for Bumble & Bloom is managed only by Charlotte.
- Only photos, videos or information where explicit parental consent has been given are shared.
- Children are never named and no location tags are used that could identify the setting in real time.

Parents and family

- We ask that parents do not share photos or video that include other children from the setting on their own social media.
- Please talk to us first before tagging or sharing anything that identifies the setting.

Adults working in the setting

- Charlotte and any assistants keep personal social media private and do not accept friend requests from current parents.
- Personal social media is not used to communicate about children or day-to-day setting matters.

Concerns

- Any concerns about online content involving the setting are raised with Charlotte and, where appropriate, escalated under our Safeguarding Policy.

Review

- This policy is reviewed annually.