



6 Bartley Chester Road
Flanders, NJ 07836
973.927.7372 phone
973.927.7310 fax

www.FlandersValleyCountryDaySchool.com
FlandersValleyCountryDaySchool@gmail.com



This social media policy applies to parents and members of staff at Flanders Valley Country Day School (FVCDS). This policy includes (but is not limited to) the following technologies:

- Social networking sites (e.g. Facebook, Instagram, Snap Chat, Shutterfly)
- Blogs
- Discussion forums
- Media Sharing services (i.e. You Tube) • Micro-blogging (i.e. Twitter)
- Electronic Forms of communication such as email and text messaging. As part of our duty to safeguard children, it is essential to maintain the privacy and security of all our families. We therefore require that:
 - No photographs taken within FVCDS setting or FVCDS special events and outings with the children are to be posted for public viewing, except those of your own child. Parents are advised that they do not have a right to photograph anyone else's child or to upload photos of anyone else's children. This excludes pictures taken by staff for which we have a signed release.
 - No public discussions are to be held or comments made on social media sites regarding FVCDS children or staff that could be construed to have any impact on the FVCDS's reputation or that would offend any member of staff or parent using FVCDS's Social media.
 - Staff are advised to manage their personal security settings to ensure that their information is only available to people they choose to share information with.
 - In the event that a staff member or FVCDS family, name the organization or workplace in any social media they do so in a way that is not detrimental to the organization or its service users.
 - Staff observe confidentiality and refrain from discussing any issues relating to work
 - Staff should not share information they would not want children, parents or colleagues to view.
 - Staff or Parents should report any concerns or breaches to the Director. Any member of staff or parent found to be posting remarks or comments that breach confidentiality, bring FVCDS into disrepute are deemed to be of a detrimental nature to FVCDS or other employees, or posting/publishing photographs of the setting, children or staff without expressed written permission may face disciplinary action in line with FVCDS disciplinary/expulsion procedures.



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Any comment deemed to be inappropriate is to be reported to the Director and any action taken will be at their discretion.

General guidelines for using social media:

- Personal security settings should be managed to ensure that information is only available to people you choose to share information with.
- Remember that no information sent over the web is totally secure and as such, if you do not wish the information to be made public refrain from sending it through social media.
- Maintain professionalism, honesty and respect.
- Apply a “good judgment” test for every social media post you make.
- FVCDS will utilize email as an additional form of communication to parents and staff. Texts will be used from staff to parents when more immediate communication is needed. Pictures and other photo documentation may be posted on Shutterfly when appropriate permission is granted by parents.
- FVCDS maintains a website and Facebook page for marketing and communication purposes. Pictures will be posted occasionally if permission is granted by the parent.