



## Jin-A Child Care Center

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### SOCIAL MEDIA POLICY

This social media policy applies to parents/guardians, employees, students and volunteers at Jin-A Child Care Center.

This policy includes, but is not limited to, the following technologies: Social networking sites (e.g. Facebook, Instagram, Snap Chat), Discussion forums, Media Sharing services (i.e. YouTube), Micro-blogging (i.e. Twitter), and Electronic Forms of communication such as email, text and Shutterfly. As part of our duty to safeguard children it is essential to maintain the privacy and security of all our community of families at Jin-A.

We therefore require that:

- No photographs taken within the preschool setting or at special events and outings with Jin-A children, are to be posted for public viewing, except those of your own child. Parents are prohibited from posting photographs or videos of any child other than their own.
- Jin-A logos are not to be used for endorsements.
- No public discussions are to be held or comments made on social media sites regarding Jin-A children, families or staff that could offend or be construed to have a negative impact on reputations.
- Jin-A children are not to be identified within photos or named in posts.
- Personal security settings are to be managed to ensure that your information is only available to people you choose to share information with.
- Staff should not accept children and parents as friends due to it being a breach of expected professional conduct (unless they already know them in a personal capacity before their child started at Jin-A). Staff should avoid personal communication, including on social networking sites, with the children and parents with whom they act in a professional capacity.
- The posting of confidential and/or identifying information about children, parents or staff at Jin-A on social media is strictly forbidden.
- Only officially authorized persons are allowed to post on behalf of Jin-A on social media.

General guidelines for using social media:

- Personal security setting 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. Never violate confidentiality or privacy of any member of the Jin-A Community.
- Strive for factual accuracy as well as grammatical and spelling accuracy.

Any Jin-A employee, student or volunteer found to be posting remarks, comments, or photographs that breach confidentiality, bring Jin-A into disrepute or that are deemed to be detrimental in nature to the Jin-A community, may face disciplinary action.

Any concerns or suspicions over the breach of this policy should be brought to the immediate attention of a Jin-A administrator either by e-mail, phone or in person and not be addressed on the site.