

## Use of Technology & Social Media Policy

The following policy is for Kaleidoscope Kids Preschool parents, guardians, & employees who participate in social media. Social media includes personal blogs and other websites, including but not limited to Facebook, Twitter, YouTube, Snapchat, TicTok, LinkedIn, Google Plus, Instagram, and others. The guidelines below apply whether parents/caregivers & employees are posting to their own sites/pages, or commenting on other sites/pages.

### Kaleidoscope Kids Preschool Use of Social Media & Other Websites

Kaleidoscope Kids Preschool has a Facebook page & website which we use as a communication tool for the school. We will use it to:

1. Promote events such as social events
2. Update parents special events happening in the school and around town
3. Share information from other credible sources
4. Deliver news (i.e.– days off, special reminders, snow day info, etc.)
5. Display photos of activities, trips or special events, and projects (only photos/video of children who have a signed “Media/Photography Consent & Release Form” are permitted)

\*Only the school Director and administration has the authority to post on social media site on behalf of the school. No other employee may use the Kaleidoscope Kids Preschool name or logo, photos of children at the school, or engage in any promotions or conversations representing the school or its families.

\*\*Teachers are permitted to take photos of children ONLY to share with parents & guardians privately on a weekly bases through an approved outlet such as Google Drive or something similar.

### Parent, Guardian, & Teacher Guidelines for Conduct on Social Media

1. Posting photographs or videos of children, other than your own, is prohibited without the written consent of the parent/guardian. This includes but is not limited to photographs or videos obtained through hand held devices, computers, childcare monitoring apps, or any other electronic device or transmission.
2. General center information & updates should only be posted by the Director or approved personnel. Staff, parents, & caregivers are welcomed to share posts from the Kaleidoscope Kids Facebook page or links from the Kaleidoscope Kids website.
3. Maintain professional boundaries in the use of electronic media. Communications between parents, guardians, & staff should be limited to center email and addresses her approved center media.
4. Posts that may reveal the center’s current, off-site locations are prohibited.
5. Vulgar or abusive language, disparaging remarks and/or references of a disparaging manner, personal attacks of any kind, or offensive terms targeting individuals or groups is prohibited on all Kaleidoscope Kids Preschool Social Media pages.
6. Vulgar or abusive language, disparaging remarks and/or references of a disparaging manner, personal attacks towards the school/ staff/ students/ families , or offensive terms targeting individuals or groups within the school posted on public social media pages is strictly prohibited.

**I have read and understand how Kaleidoscope Kids Preschool will utilize technology & social media, as well as the social media guidelines set forth for parents & guardians when posting to or about Kaleidoscope Kids Preschool & it’s staff/ families/ students.**

NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_