



## **SOCIAL MEDIA POLICY**

The State of New Jersey Department of Children and Families, Office of Licensing requires that all licensed Child Care Centers develop and follow a written policy on the use of social media.

### **Policy Statement**

Haddonfield Child Care recognizes the value of online social media tools for connecting with families, staff, donors, and volunteers. Our web presence should project a positive image that is reflective and consistent with our mission statement.

### **Definition**

Social media, for the purpose of this policy should be understood to include any website or forum that allows for open communication on the Internet including but not limited to” blogs, wikis, micro-blogging sites, social networking sites, virtual worlds, video and photo sharing websites and content published online by Haddonfield Child Care employees.

If you choose to post a personal website or to participate in social media, (i.e. Facebook, Twitter, You Tube) chat rooms, or blogs, the following guidelines must be followed:

1. The Haddonfield Child Care Code of Conduct requires that the staff do not initiate outside contact with program families. Under no circumstances should an employee encourage access or provide access information to his/her personal website or blog to a teen staff member or program participant under the age of (18) eighteen.
2. The use of photos, logos or images of Haddonfield Child Care or its programs is prohibited.
3. All staff members of Haddonfield Child Care must uphold HCC’s value of respect for the individual and avoid making defamatory statements about HCC supervisors, employees, families, participants, and partners.
4. Any personal website, blog, or social network interactions should not contain commentary and /or links that violate Haddonfield Child Care’s policies on harassment or discrimination.
5. Facebook page – Haddonfield Child Care maintains a Facebook page that is administered and maintained by the Executive Director.
6. The only approved website is haddonfieldchildcare.org; no other website is endorsed by Haddonfield Child Care.
7. Posting Haddonfield Child Care information and pictures on your personal social media page is prohibited (without approval). If you wish to post HCC related information/pictures on your personal page, approval is needed from the Executive Director.
8. Parents/Guardians are prohibited from posting photographs or videos from HCC programs of any child other than their own.
9. Haddonfield Child Care requires that all staff members use good judgment and discretion when posting on social media sites and abide by the internal Haddonfield Child Care Social Media Policy.