

Pilgrim Preschool's Social Media Policy

Pilgrim Preschool selects carefully chosen social media tools as an important enhancement to communication, collaboration and information exchange between Pilgrim staff, board, parents and the general public. Pilgrim Preschool recognizes that new tools will emerge which could have useful applications; thus, this policy addresses social media in general. Pilgrim social media offerings are intended to create a welcoming and inviting online space where Pilgrim family users will find useful and educational information.

“Social Media” refers to a variety of content sites including but not limited to Facebook, Twitter, Constant Contact and our website. When staff or the Board uses social media, the behavior and content is not only a reflection of the staff or Board member but also of Pilgrim Preschool in general. This policy is meant to complement and not override any existing requirements that staff and Board members act professionally, respectfully and honestly. Only staff and Board members who are authorized to post on these sites on behalf of Pilgrim Preschool may do so. As of this writing, only the Pilgrim Board President, Pilgrim Director and all teachers are authorized to post.

Procedures:

- Social media accounts are only created by the Director or Board President.
- Decisions regarding new social media outlets are made by the Director or Board President.
- Where possible, each social media page should clearly indicate it is being maintained by Pilgrim Preschool and should have school contact information prominently displayed.
- Where possible, each social media page or profile should include an introductory statement about the page or profile.
- Where possible, social media pages should link to Pilgrim Preschool website and this social media policy.
- Social media content should adhere to applicable laws, regulations and policies.
- Pilgrim Preschool will not display photos of children where any child's face can be easily recognizable and/or displayed with any child's name on the Pilgrim website www.pilgrimpreschoolnj.com or Pilgrim's Facebook page.
- Pilgrim requires that families taking photos or videos at Pilgrim events share only with Pilgrim families and not publicly.
- Pilgrim uses a password protected page on the website to share the directory of names, addresses, emails and phone numbers of Pilgrim students and their families.
- Pilgrim teachers send out weekly updates to families via *Constant Contact*. These eblasts are only sent to parents of enrolled children. Pilgrim requests that they are not shared with anyone who is not a family member.

Reviewed and approved by Pilgrim Preschool Board on January 24, 2018.