

Disclaimer: Activities with children must always be risk assessed, including for allergies or choking. Children must always have adequate supervision. Resources and materials must always be appropriate for children's age and stage of development.

Top tips: Professional online reputation

Most of us have an online presence in some form or other. We need to ensure that it aligns with the professionalism that we demonstrate offline and be mindful of how online interactions may impact reputations within the setting and the wider community.

Here are some tips to support you in maintaining a professional online presence:

- Keep your professional and personal social media accounts separate
- Use your professional account to share relevant content or ideas related to your professional role
- Adjust your privacy settings on all your social media platforms to control who can see your information
- If you use X, check 'Your X activity' settings to enable you to decide who is able to follow/interact with you
- If you use Facebook, adjust your settings so that you have to approve others' posts, comments and images before they appear on your page
- LinkedIn have articles to help you with building and monitoring your online presence
- Check with your setting about their policy on staff accepting friend/link requests from parents
- Network professionally and connect with others in your profession
- Share ideas or learn from others by participating in forums related to early years
- Share positive content such as educational articles, resources, ideas and highlight your professional achievements



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- Think about, and carefully assess, any content you post/share – could it be misinterpreted? Is it likely to provoke a negative response? Are there any grammatical or spelling errors?
- Respond in a positive, respectful, professional manner to any comments
- Avoid engaging in arguments/debates
- Ensure you have appropriate permission to share any photos
- Regularly search for your name to see what information about you is publicly available. Google Alerts is a free service that sends emails when your name is mentioned online – you can customise the frequency and language of the alerts.

NDNA products to support you with these tips

- FREE online course: [Online Safety in Early Years](#)
- Factsheet: [Social media \(England\)](#)

And more resources at www.ndna.org.uk/hub/myndna