



BEFORE, AFTER & VACATION CARE

SOCIAL MEDIA POLICY

TeamKids, February 2026

FUN

GENUINE

INNOVATIVE

INVOLVED

REMARKABLE

POLICY RATIONALE

At TeamKids we understand that social media networks (such as Facebook, Twitter, WhatsApp, Instagram etc.) play an important part in today's society and that the majority of our employees may use social media in some personal capacity. However, activities that impact on or affect your job performance, the performance of others, or TeamKids business interests or reputation or those of its customers or clients are a proper focus for this policy, which is intended to outline minimum standards regarding social media use and participation for all employees during their employment with TeamKids.

It is important for all employees of TeamKids to be aware that much of the information exchanged within social media networks online or otherwise falls within the public domain, and the line drawn between what is considered to be personal and public is not always clear. It is also important to remember that information posted on social network sites can be easily traced and can generally be accessed at any time.

TeamKids may unilaterally introduce, vary, remove or replace this policy at any time.

The following rules should be followed by all employees of TeamKids in relation to social media networks. These rules apply whether employees are using social media either during or outside of work hours:

- TeamKids is a diverse and inclusive organisation whose employees and partners reflect a diverse set of customs, values and points of view.
- Employees of TeamKids should not participate in social media networks in such a way that harasses, discriminates or treats unfairly or inappropriately any other employee, customer or client of TeamKids. This includes but is not limited to ethnic slurs, personal insults including references to sexuality, obscenity, etc.) but also proper consideration of privacy.
- Employees should not post anything on social media networks that refers to their employment, TeamKids or any persons associated with TeamKids (e.g. other employees, directors, customers, clients, suppliers, etc) without TeamKids' express permission.
- When participating in social media networks, employees of TeamKids should ensure that personal comments do not bring TeamKids or any of its directors or its employees into disrepute.
- It is unacceptable to disparage TeamKids, or any persons associated with TeamKids (e.g. other employees, directors, customers, clients, suppliers, etc) in any way when participating in social media networks.
- Employees are not to access social media sites during working hours unless the use is directly related to the performance of duties required in the course of their employment and is done with the express permission of their Line Manager.
- When participating in social media networks, employees of TeamKids should not imply that any personal comments are endorsed in any way by TeamKids.
- When participating in social media networks, employees must not disclose confidential information belonging to TeamKids or any other information the employee is required to keep confidential.
- Employees are prohibited from posting pictures, images or other items of children, their work, place of work or whilst taken when performing their work duties without TeamKids' express permission.

Any breach of this policy may result in disciplinary action, up to and including termination of employment.

OTHER POLICIES

Employees are encouraged to read this policy in conjunction with other relevant Company policies, including:

- TeamKids - Code of Conduct.
- Mobile Phone Use Policy.
- Multimedia use and Storage Policy.
- Workplace Anti-Bullying & Anti-Harassment Policy.
- Equal Employment Opportunity and Anti-Discrimination Policy.

VERSION CONTROL

Reviewed Date: January 2026

To Be Reviewed: January 2027