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Websites and social media

Our target settings have been reviewing their current use of websites and social media.



Reviewing practices

Some of our settings already have a website or Facebook page, while others are looking to set up a new online presence.

Settings with an online presence already are asking themselves questions such as:

- Is the site up to date? easy to use?
- Is key information prominent?
- Is it clear what we offer to parents and children?
- Do we have an up-to-date and clear website and social media policy?

They are also considering the look and feel of their website:

- Is the site attractive? are the images diverse? is there enough use of white space (ie not too cluttered)?
- How accessible is the site? is it written in plain English (eg no jargon, key terms explained)? are fonts easy to read? how accessible are the colours? is key information available in other languages?

Settings are also being encouraged to ask users for their feedback on the site, for instance, asking parents:

- What do you like most about our site/page? Least?
- How often do you visit the site? What for?
- What would you find useful to have on the site?

Feedback from staff and parents is feeding in to staff discussions (whether their Facebook page should be open/closed, who can make posts etc) and to the setting's action plan (eg the need to add links to the SEND Local Offer, policies around inclusion, guidance on how the setting supports children with SEND).

Settings without an online presence are considering the advantages and disadvantages of different types of websites and social media (eg costs, easy to update, time to set up).

Some settings are using a checklist to help them consider a range of factors when developing an online presence, for instance: What is the main aim of the site – to interact with existing families? to promote our services to new families?

Further information

- Family Action is funded by the Department for Education (DfE) to support school-based childcare providers with developing high-quality and inclusive childcare for 0-5s with special educational needs and disabilities (SEND). Find out more about the project, and download a wide range of free resources from: www.learning-exchange.org.uk
- Our Learning Exchange Facebook page gives links to events, suppliers, equipment, training and venues that might be of interest to school-based childcare providers: www.facebook.com/pages/Learning-Exchange/904749822892733?sk=timeline

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