



The Little Curious Co.

Social Media Policy

The Little Curious Co. uses social media to promote our business, share information about our sessions, celebrate creativity and sensory play, and communicate with families. We primarily use Instagram and Facebook for advertising, marketing and sharing updates about our activities.

We are committed to maintaining a safe, respectful and inclusive online presence that reflects our values and protects the privacy, dignity and identity of the children and families who attend our sessions.

The Little Curious Co. may use Instagram and Facebook to:

- Advertise upcoming sessions, events and activities.
- Share photographs and videos of our play environments, activities, resources and setups.
- Share business updates, announcements and relevant information for parents and carers.
- Promote our services and engage with our local community.
- Share feedback, reviews and content created by parents, where appropriate consent has been given.

Children's Privacy and Photographs

We respect the privacy and identity of every child who attends The Little Curious Co. and are committed to protecting their personal information.

- We will not share identifiable photographs or videos showing children's faces on our Instagram or Facebook feeds.
- Photographs and videos used for marketing purposes will focus on activities, resources, sensory setups, children's hands engaging in play, or other images that do not reveal children's identities.
- We will not share personal information, including children's names, identifying details or other information that could compromise their privacy.
- We will ensure that any photographs or videos shared by the business are appropriate, respectful and in keeping with our safeguarding responsibilities.

Sharing Parents' Social Media Content

We love seeing families share their experiences at The Little Curious Co. and appreciate parents helping us spread the word about our sessions.

Where a parent or carer shares a story, photograph or other social media content featuring The Little Curious Co., we may wish to reshare it on our own Instagram or Facebook account.

However:



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- We will only reshare a parent's story or content where they have given us permission to do so.
- Consent must be obtained before resharing content, particularly where a child is identifiable.
- We will respect any request not to share content or to remove previously reshared content.
- We will not assume that tagging our account or mentioning our business automatically gives us permission to reshare content.

Consent and Removal of Content

We recognise that consent and privacy preferences may change over time. Parents and carers can contact The Little Curious Co. to withdraw permission for content to be reshared or to request the removal of content featuring themselves or their child.

We will consider all requests promptly and take reasonable steps to remove content from our own social media accounts where appropriate.

Review of Policy

This policy will be reviewed periodically and updated when necessary to reflect changes in our business practices, safeguarding guidance or social media platforms.

By following this policy, The Little Curious Co. aims to create a positive online community that celebrates sensory play, creativity and family experiences while respecting the privacy and identity of every child.

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Last reviewed: October 2026