

SOCIAL MEDIA GUIDELINES

While the general use of social networking and program websites (personal blog, website, Facebook or any other social media site) is not prohibited, disclosing records or pictures of children and adults served in licensed programs without permission is prohibited.

The family child care Rule (9502.0345, Subp 2) requires that the provider shall not disclose any records on children in care to any persons other than the parents of the child, the agency, the department, and medical or public safety persons if information is necessary to protect the health and safety of the child. **Providers may disclose information necessary to comply with reporting requirements for suspected abuse and neglect.**

The only acceptable way for a licensed provider to post any information and/or pictures regarding persons served by their program is to obtain WRITTEN permission from a parent, guardian of the child or adult, or the adult who is not under guardianship, even if the provider uses “assumed” names to attempt to avoid others from recognizing the individual.

If you use social media in relation to the individuals you serve, even with written permission, proceed with caution in posting pictures and information. The information is now public and may be accessed by anyone for any reason.

The supervision of children should **never** suffer because a provider is busy posting information or blogging. Please be conscientious of time spent on social media and the time of day information is posted. DHS has issued licensing sanctions when it has been determined that the above mentioned Rule has been violated.