

SOCIAL MEDIA GUIDELINES



BE CONNECTED

Social media is also about connecting personally. Connect with colleagues you know and trust.



BE MINDFUL

Think twice before connecting with parents or clients on social media. In many instances, it can be fine, but consider before you do.



BE AUTHENTIC

Equip all your social profiles with a photo. Make sure your status updates are written from your personal perspective.



BE PROFESSIONAL

Because posts are public for the world to see, always put your best and most professional foot forward. And of course, never share confidential business information.



BE TRANSPARENT

Don't hide that you work for Bright Horizons when posting but note that comments are "your own." Speak in the first person.



BE APPROPRIATE

From the language to the photos, think before you post. If it wouldn't be appropriate to share at work, don't post it on social media.



BE CONSIDERATE

Use common sense and courtesy. Be mindful when posting photos of others. If you tag a colleague, just think how you'd feel if they did the same to you.



BE AUTHORIZED

Due to the nature of our business, opportunities to photograph children may arise. Please respect their privacy and don't post a child's photo unless each child has a photo release.



BE IN CONTROL

Control your privacy settings to safeguard personal information and content. Decide which messages you want to share, on which social platforms, and when.



HAVE FUN!

What are the main reasons people go on social media? To keep in touch, learn, and have fun! Laughter is a language we all understand.