Policy - Social Media

Document Control	
Responsible Officer: Executive Committee & Director	
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Scope

This policy provides a framework to guide all actions for the employees, children, parents, volunteers, contractors and visitors at Burpengary Community Kindergarten.

Introduction

We recognise both the benefits, and challenges, of using social media in the early childhood setting. This policy has been developed to provide employees, families, volunteers and students with standards of use as they engage in conversations or interactions using social media for official, professional and personal use.

Purpose

Being part of our Burpengary Community Kindergarten entails a position of trust and responsibility. We aim to ensure that our Service, children, staff, and/or families are not compromised in any form on any social media platform and that all social media usage complies with our Service's philosophy, NQS, other service policies and the Code of Conduct.

Implementation

Social media is defined as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)"

We recognise that there are many advantages in using social media to network within Service Operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate may provide thought-provoking discussion, there are guidelines in place to ensure that our Service remains open and welcoming for children, families, and staff.

This policy applies to all forms of social media including (but not limited to):

• Social networking sites e.g. Facebook, Twitter, and LinkedIn (including group chat, Facebook messenger)
• Image sharing sites e.g. Instagram, Snapchat ,Video hosting sites e.g. YouTube and Vimeo.
• Community blogs e.g. Tumblr and Medium.
• Online Educational platforms e.g. Storypark, Kidsoft
• Discussion sites e.g. Reddit and Quora.
• Personal group chats e.g Facebook Messenger, Instagram, WhatsApp

Responsabilties:

- All staff must remain aware that they represent and could be identified as an employee of the Service through any online activity.
- Staff, families, visitors, volunteers must maintain appropriate privacy of families, employees, students, children and volunteers when accessing their own social media accounts.
- Staff and educators ensure that personal information about families, children and other staff is not posted on-line.
- Staff and Parents must adhere to our Grievance Policy and Procedures when providing feedback. Staff and parents must ***refrain from using social media to share grievances***. Engaging in behaviour that ***defames, harasses or bullies any other person who works at the Service or is connected to the Service*** breaches our Parent and Community Code of Conduct and Social Media Policy.
- Regarding all social media, the Approved Provider, Nominated Supervisor, educators, staff members, parents, volunteers and students will not:
  - Post any photos taken of the children enrolled at the service on their personal Facebook or any other social media account.
  - Post any information about the Service, staff, children, or families on any personal social media account.
  - Vilify, harass, intimidate or bully any other person who works at the Service, family or community member connected to the Service.
  - Post offensive or derogatory comments or information about staff that could bring their professional standing or that of the Service into disrepute.
  - Post images of children engaging in the program, unless this is done through the service page and with prior parental written consent.
  - Use their personal camera or phones to take photos or video whilst at the Service

Personal Social Media Accounts:

- It is extremely important ***not to post information about the Service, colleagues, children, or families on personal social media accounts***, as this not only contravenes the Service policies and code of conduct but is considered a breach of the Commonwealth's Privacy Act 1988 and Privacy and Personal Information Protection Act 1998.

Any person who has been involved in inappropriate conduct (staff, parent, visitor, contractor, etc) will face further action from Management if found in breach of this policy, as per our Parent and Community Code of Conduct and Social Media Policy.

Links to associated documents

Early Childhood Australia Code of Ethics.	Australian Children's Education & Care Quality Authority
Guide to the Education and Care Services National Law and the Education and Care Services National Regulations	Guide to the National Quality Standard & Revised National Quality Standard.
Privacy Act 1988. Privacy and Personal Information Protection Act 1998.	

Revision Record

Version	Approval Date	Authorised by	Effective Date	Review cycle	Next review date
1	Sep 2021	Hayley Franks	Sep 2021	12 mths	Sep 2022
2	Sep 2022	Aleisha Cuthbert	Sep 2022	24 mths	Sep 2024
3	Sep 2024	Jackie Hansen	Sep 2024	24 mths	Sep 2026