



Social Media Policy

Policy Objective

To ensure that our service, children, educators or families are not compromised on social media, and that social media usage complies with the principles set out in our Code of Conduct.

Other related policies

Cameras, filming and photography policy

Child Protection Policy

Confidentiality of Records Policy

Grievance Policy and Discipline Procedures for staff

Code of Conduct for AWCC

Application of this policy

This policy applies to all employees while they are in the workplace including at a site away from their usual workplace. Should the need arise the policy will be translated into appropriate languages.

Implementation

Social Media Applications

A social media application can be defined as a website or an electronic application used to socialise or communicate. These include but are not limited to Facebook, MySpace, LinkedIn, Instagram, Flickr, YouTube, Twitter, personal blogs, forums and discussion boards, online encyclopaedias such as Wikipedia and any other web sites that allow individual users or companies to use simple publishing tools.

Social Media Applications are not limited to websites and this policy applies to any other electronic application (such as mobile phone/smartphone based, or hand held/PDA device based applications) which provides for the sharing of information to user groups or the public at large.

Online communications may include posting or publishing information via Social Media Applications, uploading and/or sharing photos or images, direct messaging, status "updates" or any other form of interaction and/or communication facilitated by social media.

Personal Social Media Accounts

While personal social media settings can restrict those who are able to access accounts, social networking sites are by their nature a public form of communication. There is always the potential that personal accounts can be accessed by the public or by “friends of friends” of whom we may have been previously unaware. It is therefore extremely important not to post information about the Service, children or families on personal social media accounts.

In relation to their personal social media accounts, the Approved Provider, Nominated Supervisor, educators, staff members and volunteers will not:

- Access their social media accounts on any device while educating and caring for children.
- Establish or maintain social media ‘friendships’ with parents or family members that currently have children at the Service.
- Have privacy settings on “public”. Information/photos/ feeds etc are to be shared with friends only. Privacy settings should also be reviewed periodically as social media sites occasionally change setting without consent.
- Post any information about what happens at the Service.
- Post any photos taken at the service or on an excursion. If this occurs families will be contacted immediately. If possible, the social networking website will be contacted to delete the photos.
- Post any material that is offensive, defamatory, threatening, harassing, bullying, discriminatory or otherwise unlawful.
- Post any material that could bring their professional standing into disrepute.
- Post any material that could damage the employment relationship, the employer’s/Service’s reputation or commercial interests, or bring the employer/Service into disrepute.
- Pose as a representative of the employer or express views on behalf of the employer.
- Use the service logo or email without permission.
- List the employer’s name on a Facebook page without permission.
- Disclose confidential, private or sensitive information.
- Publicise workplace disputes.

Educators and staff will not use their personal camera or phones to take photos or video while at the service.

Families will:

- Not post on any social media site, material that could damage the Centre’s reputation, commercial interests or bring the Centre into disrepute.
- On enrolment sign an agreement that they will abide by the Social media policy.
- Understand non-compliance with the Social Media Policy could result in an investigation of circumstances that may result in your child’s enrolment at Albert Waterways Children’s Centre to be revoked.

The Approved Provider or Nominated Supervisor will:

- Use our Grievance Guidelines to investigate any circumstances where an employee or volunteer brings their professional standing into disrepute by posting information on their personal social media account that is offensive, defamatory, threatening, harassing, bullying, discriminatory or otherwise unlawful. A possible outcome of the investigation for employees is termination of employment.
- Use our Grievance Guidelines to investigate any circumstances where an employee or volunteer damages the reputation or commercial interests of the Service/employer through material posted on their personal social media account, including material that is confidential, private or sensitive. A possible outcome of the investigation for employees is termination of employment.
- Use our Grievance Guidelines to investigate any instance where someone working at the Service is defamed, bullied or harassed on social media by a family or community member connected to the Service. Families will not defame, harass or bully any person working at the Service through social media and may face possible termination of their child's place at our service if this occurs.
- Contact the police and other relevant authorities if a person working at the Service breaks the law in relation to social media e.g. through defamation or bullying.

Service Social Media Account

Any social media account run by the Centre to communicate and share information with our families and community will have strict guidelines that will be followed at all times.

The Approved Provider or Nominated Supervisor will:

- Obtain authorisation from a child's parents before posting any photos of their child on-line.
- Obtain families' consent to what information will be posted on-line, and how it will be shared.
- Ensure personal information about families and children is not posted on-line, including information that could identify them eg address.
- Set high privacy or security settings on the account and consider whether to restrict access eg through the establishment of a group account where families are invited to join.
- Regularly change passwords to the account.
- Activate password protected screen savers on all computers at the Service and ensure all social media users at the Service always log off before leaving.
- Administer the social media page to maintain strict control of the information that is added.
- Manage our Service's social media account.
- Include specific conditions about social media usage in employee contracts eg prohibiting comments about the Service or families/children.
- Regularly scan online content related to the Service.

NQS

QA4	4.2.1	Professional standards guide practice, interactions and relationships.
	4.2.3	Interactions convey mutual respect, equity and recognition of each other's strengths and skills
QA5	5.2.3	The dignity and the rights of every child are maintained at all times

QA6	6.1	Respectful supportive relationships are developed and maintained
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QA7	7.1.1	Appropriate governance arrangements are in place to manage the service
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National Regulations

Regs	181	Confidentiality of records kept by approved provider
	181-184	Confidentiality and storage of records

Sources

National Quality Standard

Education and Care Services National Regulations 2011

Date: July 2017

Date for Review November 2018

Nominated Supervisors name _____

Nominated Supervisors signature _____

Date _____

Committee Members name _____

Committee Members signature _____

Date _____