



Social Media Policy

NQS

QA4	4.2.1	Management, educators and staff work with mutual respect and collaboratively, and challenge and learn from each other, recognising each others strengths and skills
	4.2.2	Professional standards guide practice, interactions and relationships
QA5	5.1.2	The dignity and rights of every child are maintained
QA6	6.1	Respectful relationships with families are developed and maintained and families are are supported in their parenting role.
QA7	7.1	Governance supports the operation of a quality service

National Regulations

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

Aim

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.

Related Policies

Educator and Management Policy
Privacy and Confidentiality Policy
Technology Usage Policy

Implementation

A social networking website can be defined as a website used to socialise or communicate. These include but are not limited to Facebook, Instagram and Twitter (including usage on any device such as the internet, mobile telephone or tablet).

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.
- send or accept 'friend requests' from parents or family members that have children at the Service unless they are a relative or close friend. This will be at the discretion of the Nominated Supervisor.
- post any information about what happens at the Service.
- post any photos of children 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, in particular the language used when referring to the sector or the children.
- 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, staff and volunteers will not use their personal camera or phones to take photos or video while at the service.

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 eg through defamation or bullying.

THE FOLLOWING APPLIES TO SERVICES WITH A SOCIAL MEDIA ACCOUNT

Service Social Media Account

Our Service has a social media account to communicate and share information with our Service families and community.

The Approved Provider or Nominated Supervisor will:

- ensure written authorisation via our 'photo release form' (completed on enrolment) has been given, before posting any photos of their child online or in print form.
- 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.

Sources

National Quality Standard

Education and Care Services National Regulations 2011

Review

The policy will be reviewed annually by:

- Management, Employees, Families and Interested Parties

Last reviewed: June 2014; June 2015; August 2015; Sept 2016; Sept 2017; March 2018; May 2019.