

## Social Media Policy



### Statement / Aim

Macquarie Long Day & Early Learning Centre is linked to sites such as 'facebook' and 'Instagram' for communication and discussion with families.

### Procedure

#### Staff

Macquarie Long Day & Early Learning Centre is linked to social networking sites such as "Facebook" and "Instagram" as a way of communication and discussion between staff, management and families, and acknowledges that staff may access this to interact with friends, family and colleagues. This policy provides guidance to staff in making sound choices in respect to their online communications. Staff must be aware of their responsibilities to the centre when using social networking sites and restrictions need to be in place. The reputation of the centre is of paramount importance and any staff member bringing the centre into disrepute or breaching confidentiality of the centre or any family will be treated as serious and may lead to disciplinary proceeding being taken or even dismissal.

- It is important to maintain your status as a professional Early Childhood educator and therefore we would urge you to carefully consider this choice before fostering online friendships with parents.
- Staff members who can access a social networking site via their mobile phones are only to do so when on a rostered break.
- Our Confidentiality policy must be adhered to at all times, even outside of working hours. It is imperative that staff do not breach confidentiality of the centre otherwise this may lead to disciplinary proceedings being undertaken.
- Staff should be aware that social networking websites are not a private means of communication but can be accessed by the public, therefore, it is important not to share private information about centre families or other staff members on social networking websites.
- Staff must not post anything onto social networking sites such as 'Facebook' that could be construed to have any impact on the centre's reputation. If a staff member engages in any communication that is derogatory towards the centre, that staff member will be disciplined and possibly dismissed.
- Staff must not post anything onto social networking sites that would offend any other staff member, parent or child using the centre.
- If a staff member is found to have published on a social media page:
  - photos of a child or children enrolled at the centre
  - comments or published documents about the service or its staff
  - information about any family or child in our care.

The service will immediately conduct an investigation and if the employee is found to have acted in contravention of this policy, employment will be terminated.

- If staff choose to allow parents to view their page on social networking sites then this relationship must remain professional at all times, and must not contain any reference to Macquarie Long Day & Early Learning Centre or the children or staff.
- Social Media administrators have the right to delete any comments or posts to Macquarie Long Day & Early Learning Centre's social media pages made by families or staff.
- This policy also complies with state and national laws regarding social networking websites. Should a staff member break the law on a social networking website, such as, but not limited to, defamation, the centre will contact the police and other relevant authorities.
- There is a private Facebook group available for educators to join called 'Macquarie ELC educators'. This group is for sharing ideas and facilitating respectful discussion between educators. Centre Director is the administrator of this group and will monitor it's appropriateness at all times.

### **Families and children**

Macquarie Long Day & Early Learning Centre is linked to social networking sites such as "Facebook" as a way of communication and discussion between staff, management and families, and acknowledges that staff may access to interact with friends, family and colleagues. This policy provides guidelines to parents and families in making sound choices in respect to their online communications.

- Macquarie Long Day & Early Learning Centre Facebook pages are to be used as a form of communication between staff and families and should only be used for positive discussions relating to the centre.
- It is important for staff to maintain their status as a professional Early Childhood educator and therefore we would urge you to carefully consider this choice before fostering online friendships with staff.
- Show respect to staff and other parents at all times.
- Our Confidentiality policy will be adhered to by staff at all times, even outside of working hours.
- Parents are asked to not post anything onto social networking sites such as 'Facebook' that could be construed to have any impact on the centre's reputation.
- Parents are urged not post anything onto social networking sites that would offend any other staff member, parent or child using the centre
- If any of the sites linked to Macquarie Long Day & Early Learning Centre becomes misused or abused, they will be closed
- Social Media administrators have the right to delete any comments or posts to Macquarie Long Day & Early Learning Centre's social media pages made by families or staff.
- Families are required to give written consent for photos and videos of their child to appear on the centre Social Media platforms such as Facebook.
- No photos or videos where the child's identity is visible will be posted on Social Media platforms without permission from the family.
- The family can withdraw their consent at any time.

- First names only of children will be used on social media platforms along with their photos/videos. No family surnames will be used.
- Families are informed that social media pages are public and can be accessed by any member of the public.
- Only members of the management team will be administrators of social media pages. Only administrators are able to post onto social media pages.

### **Considerations / Resources**

- Education and Care Services National Regulations 2011
- National Quality Framework 2011

**Date for next review: April 2021**