

Social Media and Networking

We recognise both the benefits, and challenges, of using social media and networking platforms 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 and networking platforms for official, professional and personal use.

National Quality Standard (NQS)

Quality Area 7: Governance and Leadership		
7.1.1	Service philosophy and purposes	A statement of philosophy guides all aspects of the service's operations
7.1.2	Management Systems	Systems are in place to manage risk and enable the effective management and operation of a quality service
7.1.3	Roles and Responsibilities	Roles and responsibilities are clearly defines, and understood and support effective decision making and operation of the service
7.2	Leadership	Effective leadership builds and promotes a positive organisational culture and professional learning community

Education and Care Services National Regulations

Children (Education and Care Services) National Law NSW	
727	Confidentiality of records kept by approved provider
181-184	Confidentiality and storage of records

RELATED POLICIES

Code of Conduct Policy
 Privacy and Confidentiality Policy
 Family Communication Policy
 Interactions with Children, Family and Staff Policy
 Work Health and Safety Policy
 Health and Safety Policy
 Respect for Children Policy
 Student and Volunteer Workers Policy
 Responsible Person Policy
 Supervision Policy
 Cyber Safety Policy

PURPOSE

Being part of our Service entails a position of trust and responsibility. We aim to ensure that our Service, children, educators or families are not compromised in any form on social media and networking and that social media and networking usage complies with our Service's philosophy, relevant policies and the code of conduct.

SCOPE

This policy applies to children, families, staff, management and visitors of the Service.

IMPLEMENTATION

Social media and networking websites allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.

We recognise that there are many advantages in using social media and networking to network within Service operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate provides stimulation, there are guidelines in place to ensure that our Service remains open and welcoming for children, families and staff.

Service StoryPark Account

Our Service may have a Facebook account to converse and share information with our families and community, which is administered by the Approved Provider and Nominated Supervisor.

Only current families and staff will have access to the StoryPark app, which is used by express invitation only

Privacy

- Staff and Educators must maintain appropriate privacy of families, employees, students, children and volunteers, including when they have obtained permission to publish content publicly.
- Passwords will not be shared without authorisation from management.
- Our Service will remain up to date with any changes to StoryPark, ensuring privacy setting remain up to date.

- Our Service will gain family permission prior to posting photos of children
- Photos will always remain private.

The Approved Provider or Nominated Supervisor will:

- Obtain initial authorisation from a child's parents prior to posting any photos of their child to the page
- Ensure personal information about families, children and staff is not posted on-line
- Ensure high privacy settings on the account
- Ensure all passwords are kept confidential
- Regularly scan online content related to the Service to ensure appropriateness
- Adhere to our Grievance Policy and Procedures to investigate any occurrences where a person working at the Service may:
 - Posts photos or information of the Service or children
 - Defames, harasses or bullies any other person who works at the Service, or is connected to the Service.
- Ensure that any staff or educator found guilty of any Facebook misconduct may result in termination of employment.

Social Media and Networking - The Approved Provider or Nominated Supervisor will:

- Obtain authorisation from a child's parents prior to posting any photos of their child to a page
- Ensure personal information about families, children and staff is not posted on-line
- Ensure high privacy settings on accounts
- Ensure all passwords are kept confidential
- Regularly scan online content related to the Service to ensure appropriateness
- Adhere to our Grievance Policy and Procedures to investigate any occurrences where a person working at the Service may:
 - Posts photos or information of the Service or children
 - Defames, harasses or bullies any other person who works at the Service, or is connected to the Service.
- Ensure that any staff or educator found guilty of any Facebook misconduct may result in termination of employment.

The Approved Provider, Nominated Supervisor, educators, staff members, volunteers and students will not:

- Access personal social media and networking accounts on any workplace device.
- Access personal social media and networking accounts whilst educating and caring for children.
- Post any photos taken of the children enrolled at the service on their personal social media and networking accounts.
- Vilify, harass 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 that could bring their professional standing or that of the Service into disrepute.
- Use their personal camera or phones to take photos or video while at the Service.

Personal Social Media and Networking Account

Staff members agree not to add a family of the Service as a 'friend' on Facebook. The Service does not recommend staff to add families of the Service as they will be seen still as a representative of the Service and held to the Service's Code of Conduct on all posts to their private wall. It is extremely important not to post information about the Service, children or families on personal social media accounts.

Families are asked to respect that staff may have a personal policy on adding families due to their professional philosophy and are requested to not add staff as friends on their private account.

Educators will adhere to relevant policies, including the code of conduct of the service.

Educators are directed to employment agreements for further information.

Consequences for inappropriate conduct

For inappropriate conduct to be lawful, there is a need to demonstrate a connection between the behaviour and the employment relationship that:

- Is likely to cause serious damages to the relationship between the employee and employer
- Damages the employer's interest
- Is incompatible with the employee's duties as employee

A person who has been involved in inappropriate conduct may require reprimand as per our Code of Conduct Policy. This may lead to termination of their position.

Source

- Australian Children’s Education & Care Quality Authority. (2014).
- Guide to the Education and Care Services National Law and the Education and Care Services National Regulations 2015.
- ECA Code of Ethics.
- Guide to the National Quality Standard.
- Human Services
www.humanservices.gov.au
- Revised National Quality Standard

Review

Date Reviewed	Modifications	Next Policy Review Date
August 2017	Major changes to the policy with the additional specifications to ensure a clear and precise understanding of expectations	August 2018
October 2017	Updated references to comply with the revised National Quality Standard	August 2018
August 2018	Changes made to outline consequences for inappropriate conduct and compliance with privacy laws	August 2019