



## **SOCIAL MEDIA POLICY**

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**Best Practice – Quality Area 6 & 7**

### **PURPOSE**

This policy will provide guidelines for the safe and appropriate use of social media, including Facebook and Instagram, within the context of Renown Kindergarten.

### **POLICY STATEMENT**

#### **1. VALUES**

Renown Kindergarten is committed to:

- engaging and communicating with families of children enrolled at the kindergarten as well as prospective families and the local community;
- maintaining the privacy and confidentiality of children attending the kindergarten and the families of children who attend;
- ensuring the online safety of children and families of children who attend the kindergarten.

#### **2. SCOPE**

This policy applies to the Committee of Management, staff, parents/guardians who wish to have their children enrolled at the kindergarten, or have children already enrolled at the kindergarten, their extended families, and volunteers or students undertaking placement at the kindergarten.

#### **3. LEGISLATION**

Relevant legislation and standards include but are not limited to:

- Charter of Human Rights and Responsibilities Act 2006 (Vic)
- Information Privacy Act 2000
- National Quality Standard, Quality Area 4: Staffing Arrangements – Standard 4.2: Educators, coordinators and staff members are respectful and ethical – Element 4.2.1: Professional standards guide practice, interactions and relationships
- Occupational Health and Safety Act 2004
- Occupational Health and Safety Regulations 2007

- Racial Discrimination Act 1975
- Racial and Religious Tolerance Act 2001 (Vic)
- Sex Discrimination Act 1984 (Cth)

**The most current amendments to listed legislation can be found at:**

- Victorian Legislation – Victorian Law Today: <http://www.legislation.vic.gov.au/>
- Commonwealth Legislation – ComLaw: <http://www.comlaw.gov.au/>

#### **4. BACKGROUND**

The Committee of management has determined that Renown Kindergarten will establish a Facebook page to promote the kindergarten to the local community including prospective families, as well as providing an additional form of communication with current families.

The Committee of management will also be adding videos of children and staff to the Renown website in order to showcase the kindergarten for all current and prospective families to view. Permission will be obtained from all families and staff members involved before the filming of the videos.

Social media such as Facebook represents a growing form of communication and can play an important role in building and maintaining relationships with families, prospective families and the local community.

However, it is also an area in which rules and boundaries are constantly being tested and we must be mindful of the effects of the use of social media on children and families within our kindergarten community, particularly in relation to privacy and confidentiality.

#### **5. DEFINITIONS**

The terms defined in this section relate specifically to this policy. For commonly used terms e.g. Approved Provider, Nominated Supervisor, Regulatory Authority etc. refer to the General Definitions section of this manual.

**Duty of care:** A common law concept that refers to the responsibilities of organisations to provide people with an adequate level of protection against harm and all reasonable foreseeable risk of injury

**Harassment:** When someone is demeaning, derogatory or intimidating towards another person. Harassment includes: • racial taunts • taunts about sexual orientation or gender identity • sexual harassment: unwelcome physical, verbal or written behaviour of a sexual nature • repeated insulting remarks.

**Posting:** Contributing a piece of content to a social media channel. This can either be original content or in reply to original content

**Profile:** Also called a bio is the description of a user's identity on a social media channel and could include information such as the person's characteristics and what the channel is used for

**Respect:** Value the rights, religious beliefs and practices of individuals. Refrain from actions and behaviour that constitute harassment or discrimination.

**Social Media:** The term social media is an umbrella term used to describe a suite of tools on the web, which typically have the following characteristics:

- mostly free to use
- extremely simple to use requiring no prior training or technical knowledge
- support global collaboration and sharing of opinions, insights, experiences and perspectives often with strangers
- content within them and often the functionality, is managed and regulated by the user community itself and not the provider of the tool or a third party institution. A non-exhaustive list of examples of social media tools are: blogs, wikis and social networking sites, for example Facebook, Twitter, LinkedIn, YouTube, Google+, Flickr, Instagram, Pinterest

**Support:** Work in a co-operative and positive manner

## 6. SOURCES AND RELATED POLICIES

### Service policies

- Code of Conduct Policy
- Privacy and Confidentiality Policy

## 7. PROCEDURES

Storypark, emails and face to face communication will remain the primary communication tool between staff/committee of management and families on a daily basis.

The Renown Kindergarten Instagram and Facebook page will be implemented as an additional means of communication between the service, current families, past families, prospective families and the local community.

Images of children, family members and committee members must only be posted on Renown Kindergarten's Instagram and Facebook page if the children, family members and committee members cannot be identified. No names may be used. The Marketing Officer and Website Officer will be responsible for ensuring that all posted images meet this standard.

If staff members wish to submit an image for posting that identifies themselves or their colleagues that is acceptable, so long as the staff member that can be identified gives their written consent and the image does not identify any children, family members or committee members.

Staff members are responsible for ensuring that they do not submit images that include children whose families have indicated that they do not want the child's image used for external purposes. This includes images where the child cannot be identified by facial recognition, but could be recognised by someone known to the child.

All posts must be approved by the Administrators of the Instagram and Facebook Page.

The Administrators of the Instagram and Facebook page will be the social media officer and website officer.

- familiar with Facebook and how it functions;
- have an understanding of the Code of Conduct and accepted ethical/professional behaviours of the kindergarten;
- have the authority to respond to feedback and enquiries;

- know when to seek advice from others (eg. about content of response, how to respond or legal/ethical advice);
- know when to escalate the matter to the Educational Leader for response;
- be confident in uploading or linking to files.
- The Renown Kindergarten Instagram and Facebook page must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns or to promote other businesses. However the page may be used to thank local businesses for their support of the kindergarten.

Any complaints relating to the content of the Facebook page or breaches of this policy will be dealt with in accordance with the kindergarten's Complaints and Grievances policy where appropriate.

Any person using the Facebook or Instagram page inappropriately may be blocked by Administrators.

## **8. KEY RESPONSIBILITIES**

**The Committee of Management is responsible for –**

- ensuring this policy is implemented;
- developing and reviewing this policy;
- authorizing any changes to this policy;
- monitoring complaints and incidents regarding this policy.

**The Administrators are responsible for –**

- regularly reviewing and updating the content of the Instagram and Facebook page;
- ensuring the content of the Instagram and Facebook page reflects the values and purpose of this policy and philosophy of the kindergarten;
- ensuring the content, including comments, of the Instagram and Facebook page adheres to the Kindergarten's code of conduct;
- removing any inappropriate comments or posts.

**Parents/guardians are responsible for –**

- respecting the rights and confidentiality of other children and their families when using the Facebook and Instagram page;
- adhering to the points contained within this policy and the kindergarten's Code of Conduct when using the Instagram Facebook page;
- Notifying Committee of Management if there are concerns over a breach of this policy.

## **9. EVALUATION**

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider of Renown Kindergarten will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness;
- monitor the procedures in relation to this policy;
- keep the policy up to date with current legislation, research, policy and best practice;
- revise the policy and procedures as part of the service's policy review cycle, or as required;
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

## **AUTHORISATION**

This policy was adopted by the Approved Provider of Renown Kindergarten on 18th October, 2018

**REVIEW DATE:** 18TH OF OCTOBER, 2020