

We aim to ensure that our Centre, children, educators, and/or families are not compromised in any form on Facebook or any other social media platform and that all social media usage complies with our Centre's philosophy, relevant policies, and the code of conduct. A social networking website can be defined as a website used to socialise or communicate. These include but are not limited to Facebook, MySpace and Twitter or any other social media sites (including usage on any device such as the internet, mobile telephone or tablet).

Purpose

Being part of our Centre entails a position of trust and responsibility

Implementation

Social media is defined as "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)" (Merriam-Webster dictionary).

The National Principles for Child Safe Organisations recognise the importance of safe physical and online environments to promote safety and wellbeing of all children. Our Centre has the responsibility to ensure children and educators are protected from harm when they engage with digital technology including Social Media.

This policy applies to all forms of social media including (but not limited to):

- Social networking sites e.g. Facebook, Twitter, LinkedIn
- Image sharing sites e.g. Instagram, Snapchat, and Imgur
- Music/dance videos e.g. Tik Tok
- Video hosting sites e.g. YouTube and Vimeo
- Community blogs e.g. Tumblr and Medium
- Discussion sites e.g. Reddit and Quora

Privacy

- All staff and educators must remain aware that they represent and could be identified as an employee of the Centre through any online activity.
- Our Centre will gain implicit and written family permission prior to posting photos of children.
- Passwords will not be shared without authorisation from management.

Personal Social Media Account

The Centre does not recommend that staff add families of the Centre to personal social media accounts as they will still be seen as a representative of the Centre and required to uphold the Centre's Code of Conduct on all posts. It is extremely important not to post information about the Centre, colleagues, children, or families on personal social media accounts, as this not only contravenes the Centre policies and code of conduct, but is considered a breach of the Commonwealth's *Privacy Act 1988* and *Privacy and Personal Information Protection Act 1998*.

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

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



In regard to all social media, the Approved Provider, Nominated Supervisor, Educators, Staff Members, Volunteers and Students will not:

- Access personal Facebook accounts or any other social media accounts on any workplace device
- Access personal Facebook or any other social media accounts whilst educating and caring for children
- Post any photos taken of the children enrolled at the centre on their personal Facebook or any other social media account
- Post any information about the Centre, colleagues, children, or families on any personal social media account
- Vilify, harass or bully any other person who works at the Centre, family or community member connected to the Centre
- Post offensive or derogatory comments or information that could bring their professional standing or that of the Centre into disrepute
- Use their personal camera or phones to take photos or video whilst at the Centre.

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 damage to the relationship between the employee and Centre
- Damages or harms the Centre’s interest or reputation
- Is incompatible with the employee’s duties in the education and care sector.

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). Dictionary by Merriam-Webster: <https://www.merriam-webster.com/> Early Childhood Australia Code of Ethics. (2016). Safety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators> Guide to the Education and Care Services National Law and the Education and Care Services National Regulations. (2017). Guide to the National Quality Standard. (2020). *Privacy Act 1988. Privacy and Personal Information Protection Act 1998.* Revised National Quality Standard. (2018).

Date Implemented: 16/04/2012

Review Completed: 29/03/2021

Schedule for Review: 29/03/2022

Authorised by COM: Nov 2020

National Quality Standard – NQS		
Quality Area 4: Staffing Arrangements		
4.2	Professionalism	Management, educators and staff are collaborative, respectful and ethical.
4.2.2	Professional Standards	Professional standards guide practice, interactions and relationships.
Quality Area 5: Relationships with Children		
5.1.2	Dignity and rights of the child	The dignity and rights of every child are maintained.
Quality Area 7: Leadership and Service Management		
7.1	Governance	Governance supports the operation of a quality service.
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 defined, 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 Service National Regulations		
84	Awareness of child protection law	



181- 184	Confidentiality and storage of records
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