

ARMIDALE & DISTRICT FAMILY DAY CARE

Social Media Policy

Related documentation Policy/policies:	Code of conduct, Supervision Policy, Camera & Photo Policy,
Regulation/s/ Standards:	National Quality Standards: 6.1.2; 6.1.3; 6.2.2
Related procedures:	Marketing and Media Procedure
References:	Early Childhood Australia: Digital Business Kit (2014) The Code of Ethics: A guide for everyday practice www.earlychildhoodaustralia.org.au Department of Education Website
Date effective	June 2017
Date for review	June 2019
Purpose	To provide guidelines for staff and educators registered with the scheme in using social media and the internet in a safe and ethical way to promote their individual service, the service as a whole and to share information with families.
Responsibility	Educators, Relief Educators, Educator Assistants, Staff

Key information:

Armidale and District Family Day Care acknowledge that the use of social media allows educators to share information with existing families on the operation of their service. The service also recognises that educators can do this in their own time fitting in with busy lives and helping to build collaborative partnerships with families and communities. The use of social media should be given the same weight and care as other methods of communication, and partners should conduct themselves professionally and ethically. The use of social media by coordination unit staff and educators, either in a professional or personal capacity, also has the ability to compromise the privacy, security and reputations of families, other educators, staff or the service as a whole.

Applies to:

- Group email and SMS messages
- Social networking sites such as Facebook and MySpace
- Micro-blogging sites like Twitter
- Web-based portfolio systems such as Storypark and KeptMe
- Video and photo sharing websites like Flickr, Snap Chat and YouTube
- Forums and discussion boards such as Groups or Google groups, Whirlpool, Yahoo!
- Weblogs, including personal blogs or blogs hosted by traditional publications
- Online encyclopaedias such as Wikipedia
- Web sites that allow individual users or companies to use publishing tools e.g. comments on news sites.
- Telephone Calls

Policy:

1. Do not engage in any form of social networking whilst supervising children.
2. All Educators that use any form of social media will be required to sign a disclaimer indemnifying AFDC
3. Obtain written authorisation from the parent/guardian of each child in care before using any information regarding their child on any social media site. This authorisation should include any restrictions the child's parents/guardian wishes to make and be updated annually. (Permission Form attached)
4. Social networking sites are publicly searchable, and almost everything posted is publicly accessible. Think carefully prior to posting, if you want to ensure that the information is not made public; refrain from sending it over a social network.
5. Consider also each of the privacy and safety settings across all aspects of the service and set appropriate levels of privacy. With Facebook this means setting your profile to "my friends" or setting up a page specifically for your FDC families to only view. Identifiable photographs and images of individual families and children should not be added to a social media profile without the written permission of those families and no tagging of children's photos should occur. On Facebook when you tag a photo. it creates a link to that person's profile and timeline. Upload photos of your play environment or artwork instead
6. All group emails should be sent BCC (blind carbon copy); by typing the email addresses in this section, people who receive this email cannot see email addresses of other people also receiving copies thus ensuring privacy to all.
7. Exercise discretion, thoughtfulness and respect toward other partners; details of educators, families and children should never be discussed; consider if you are making negative statements about Armidale and District Family Day Care, service staff, educators, families or children using the service
8. Educators should not invoice families using their care via Facebook, twitter or text message.
9. Consideration in comments being sent via SMS should be given as to whether or not the comment could be read in a negative way. These messages can be easily forwarded onto others.
10. Under no circumstances should partners reveal confidential information related to the people associated with AFDC. To maintain your own privacy and that of all users of the service do not post private emails, phone numbers or addresses.
11. Individuals are obliged to take responsibility for what has been written and use social networking to improve communication and share ideas. Individuals should always refrain from activity that is illegal, offensive or inappropriate to fellow educators, families, children or the public. Such activities could include, but are not limited to, negative or hate speech, material that ridicules or discriminates against others based on religion, race, nationality, creed, gender, bullying or ability/disability.

12. Expect candid feedback, and use it to improve your service. Value the feedback and let people know you are listening.
13. Educators advertising their service via social media need to provide AFDC's address and contact details, rather than their own.
14. The use of social media as a communication tool does not replace verbal or written forms of communication.
15. Have separate social networking accounts for professional and personal/private use. Partners still need to maintain an appropriate level of professionalism on their private social networking pages, though having separate accounts helps reduce the possibility of a breach of scheme policy or privacy legislation.
16. Always stay aware that prospective users of the service may access your personal/private social networking pages and inappropriate comments, language and/or information posted by you may have a negative impact on your service and Armidale and District Family Day Care. First impressions count.
17. Any partner of Armidale and District Family Day Care who becomes aware of social networking activity that may be deemed as distasteful or lacking good judgment, then one of the service managers should be notified.
18. Consent to Armidale and District Family Day Care social network- Facebook- "FDC Armidale" to allow the scheme to monitor content and provide positive guidance.
19. Always ensure that all electronic files and folders which contain information about children and families (including photos/videos) are kept secure always. (See code of conduct)
20. Be cautious when receiving / opening weblinks and emails from unfamiliar addresses, or launching attachments. Preferably scan with your computer virus software before opening.
21. When children leave the service, consent must be given to continue displaying or using photos for social media purposes.

Please note:

It is advised that a disclaimer notification be added to the bottom of emails being sent with personal information,

- E.g. The information contained in this email is privileged and intended only for the use of the person nominated. If you are not the intended recipient, any dissemination, copying or use of the information is strictly prohibited. If you receive this email in error please notify sender immediately.

Any activity which represents a failure to meet any of these obligations may be determined to be misconduct or serious misconduct, resulting in disciplinary action, including termination of educator registration.