

ARMIDALE & DISTRICT FAMILY DAY CARE

Social Media Policy

Related documentation Policy/policies:	Code of Conduct, Privacy, Supervision Policy
Regulation/s/ Standards:	National Quality Standards: 6.1.2; 6.1.3; 6.2.2
Related procedures:	Marketing and Media Procedure Photo and Camera
References:	Early Childhood Australia: Digital Business Kit (2014) ECA -Statement on Young Children and Digital Technologies (2018) The Code of Ethics: A guide for everyday practice www.earlychildhoodaustralia.org.au Department of Education Website
Date effective	February 2022
Date for review	February 2024
Purpose	To provide guidelines for staff and educators registered with the service in using social media appropriately. To use the internet in a safe and ethical way to promote their individual services, the service as a whole and to share information with families.
Responsibility	Management, Nominated Supervisor, Coordinators, Educators, Relief Educators, Educator Assistants, Staff

Key information:

Armidale and District Family Day Care acknowledges 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 should do this in their own time to ensure the use of social media does not divert focus from children's learning and daily programmes. AFDC appreciates that sharing family day care content on social media builds 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:

- All social media platforms e.g. Instagram, Facebook
- Facebook Messenger, Group email and SMS messages

- Web-based portfolio systems such as Storypark and KeptMe
- Video and photo sharing websites like TikTok, Snap Chat and YouTube
- Forums and discussion boards such as Facebook groups or Google groups, Whirlpool, Yahoo!
- Weblogs, including personal blogs or blogs hosted by traditional publications
- Web sites that allow individual users or companies to use publishing tools e.g. comments on news sites.
- Telephone Calls and text messages

Policy:

- Educators are not to engage in any form of social networking whilst supervising children.
- Educators are to 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.
- Consider each of the privacy and safety settings across all aspects of the service and set appropriate levels of privacy. AFDC recommends Educators set up a page specifically for their 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. Upload photos of your play environment or artwork instead.
- All group emails should be sent BCC (blind carbon copy);
- Exercise discretion, thoughtfulness and respect toward other partners; personal information of partners should never be discussed on social media platforms
- Educators should not invoice families using their care via Facebook, Twitter.
- Consideration in comments being sent via SMS should be given as to whether the comment could be read in a negative way.
- 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.
- 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.
- Educators advertising their service via social media need to provide AFDC's address and contact details, rather than their own.
- The use of social media as a communication tool does not replace verbal or written forms of communication.
- 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.
- Educators and other partners should be 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.
- Educators and other partners ensure that all electronic files and folders which contain information about children and families (including photos/videos) are kept secure.

Service social media account

Armidale and District Family Day Care uses its social media accounts, Instagram and Facebook, to communicate with families, promote Armidale and District Family Day Care and to recruit educators.

AFDC will

- Obtain authorisation from a child's parents before posting any photos of their child online.
- Obtain families' consent to what information will be posted online, and how it will be shared.
- Ensure personal information about families and children is not posted online, including information that could identify them.

Disclaimer:

AFDC recommends that the following disclaimer be inserted at the bottom of all emails :

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.

Compliance:

It is the responsibility of all partners in AFDC to comply with the conditions of this policy.