

ARMIDALE OUT OF SCHOOL HOURS CARE

Social Media Policy

Related documentation Policy/policies:	Code of Conduct, Supervision Policy,
Regulation/s/ Standards:	National Quality Standards: 6.1.2; 6.1.3; 6.2.2
Related procedures:	Marketing, Media 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:	November 2023
Date for review	November 2025
Purpose	To provide n using social media and the internet in a safe and ethical way to promote Armidale Out of School Hours Care and to share information with families.
Responsibility	Directors, Management and Nominated Supervisors

Key information:

Armidale and District Family Day Care Limited, as service sponsor, acknowledge that the use of social media allows sharing of information with existing families on the operation of their service and promotes our services to the broader community.

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 Armidale Out of School Hours partners, either in a professional or personal capacity, also has the ability to compromise the privacy, security and reputations of families, other educators, or the service as a whole.

Applies to:

- Group email and SMS messages
- Social networking sites such as Facebook and 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!
- Telephone Calls and text messages

Procedures for Management, Nominated Supervisors and Educators:

1. Educators should not engage in any form of social networking during working hours and whilst supervising children.
2. 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.
3. 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.
4. Exercise discretion, thoughtfulness and respect toward other partners; details of other educators, families and children should never be discussed;
5. Consideration in comments being sent via SMS should be given as to whether the comment could be read in a negative way. These messages can be easily forwarded onto others.
6. Under no circumstances should partners reveal confidential information related to the people associated with Armidale Out of School Hours Care.
7. 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 service and community partners 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.
8. Any partner of Armidale Out of school Hours Care who becomes aware of social networking activity that may be deemed as distasteful or lacking good judgment should notify the Nominate Supervisor.
9. Management and Nominated Supervisors should be cautious when receiving / opening weblinks and emails from unfamiliar addresses, or launching attachments. Preferably scan with your computer virus software before opening.
10. 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.