

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) 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 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, Instagram 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!
- 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 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. (Permission Form attached)
 - Consider 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. Upload photos of your play environment or artwork instead.
 - 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.
 - Exercise discretion, thoughtfulness and respect toward other partners; this includes details of educators, families and children. This 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.
 - 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.
1. 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)

2. 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.