

ARMIDALE OUT OF SCHOOL HOURS CARE

Social Media Policy

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| Related documentation Policy/policies: | Code of Conduct, Supervision Policy, Safe Use of Digital Technologies and Online Environments |
| Regulation/s/ Standards: | National Quality Standards: 2, 4, 5, 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 Safety Commissioner – Social Media Ban |
| Date Effective: | November 2025 |
| Date for review | November 2028 |
| Purpose | To provide guidance on the appropriate use of social media by Management, Nominated Supervisor, Responsible Person, Educators, families. Its aim is to protect the privacy, safety, and wellbeing of all stakeholders and to uphold the professional reputation of the service. |
| Responsibility | Directors, Management, Nominated Supervisors, Responsible Person, Educators and Families. |

Key information:

Armidale Out of School Hours Care acknowledges that social media is an effective platform to promote the service within the wider community, engage meaningfully with families, highlight involvement in community and cultural events, and respond promptly to relevant issues as they arise.

Armidale Out of School Hours Care recognises its responsibility to create and maintain safe digital technology practices and secure online environments. We are committed to protecting the rights, safety, and privacy of all children. Therefore, neither management, the Nominated Supervisor, the Responsible Person or Educators will not share family or child information, including identifiable photographs, on social media.

We recognise that the use of social media by management, the Nominated Supervisor, the Responsible Person and Educators, either in a professional or personal capacity, has the ability to compromise the privacy, security and reputations of families, other educators, staff or the service as

a whole. Therefore management, the nominated supervisor, responsible person and all Educators must maintain a high standard of professionalism at all times.

This policy applies to all forms of social media and platforms where information can be shared publicly or privately, including but not excluded to:

- WhatsApp messages
- Messenger
- Social networking sites such as Facebook, Instagram and X (formally Twitter) and Tik Tok.
- Web-based portfolio systems such as Storypark, Appassessment, etc.
- Video and photo sharing websites such as Flickr, Snap Chat and YouTube, etc.
- Forums and discussion boards such as Groups or Google groups, Whirlpool, Yahoo!, or facebook groups.
- 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.

Responsibilities:

The Approved Provider:

- Must take proactive steps to create a child-safe environment in relation to images and/or videos of children that are taken while education and care is being provided.
- Must ensure that Armidale Out of School Hours Care obligations under the Education and Care Services National Law and National Regulations are met.
- Must ensure that children's personal data, including family name, age or identifying details are not shared on social media.
- Must ensure they do not reveal confidential information related to the people associated with Armidale Out of School Hours Care

Nominated Supervisor:

- Must take proactive steps to create a child-safe environment in relation to images and/or videos of children that are taken while education and care is being provided.
- Must ensure that Armidale Out of School Hours Care obligations under the Education and Care Services National Law and National Regulations are met.
- Must ensure that children's personal data, including family name, age or identifying details are not shared on social media.
- Must ensure they do not reveal confidential information related to the people associated with Armidale Out of School Hours Care on social media.
- Must ensure that children do not bring personal devices into the service and that they are unable to access social media while in the care environment

Educators:

- Educators should not engage in any form of social networking during working hours and whilst supervising children
- Educators who become aware of social networking activity that may be deemed as distasteful or lacking good judgment should notify the Nominated Supervisor.
- Must ensure that children's personal data, including family name, age or identifying details are not shared on social media.

- Must ensure they do not reveal confidential information related to the people associated with Armidale Out of School Hours Care on social media.
- Must ensure that children do not bring personal devices into the service and that they are unable to access social media while in the care environment

Families:

- When using social media, families are expected to remain courteous and respectful toward Educators, children, and other families.
- Information regarding management, Nominated Supervisor, Responsible Person, Educators, families, children should never be discussed on social media platforms.
- Must ensure that their children do not bring personal devices into the service so that they are unable to access social media when in care.