

ARMIDALE & DISTRICT FAMILY DAY CARE

Social Media Policy

Related documentation Policy/policies:	Family Code of Conduct, Child Safe Code of Conduct, Safe Use of Digital Technologies and Online Environments
Regulation/s/ Standards:	National Quality Standards: 1, 2, 6.1.2; 6.1.3; 6.2.2,
Related procedures:	Marketing, Photo and Camera,
References:	ECA -Statement on Young Children and Digital Technologies (September 2025) The Code of Ethics: A guide for everyday practice www.earlychildhoodaustralia.org.au Department of Education
Date effective	November 2025
Date for review	November 2026
Purpose	To provide guidance on the appropriate use of social media by Management, Nominated Supervisor, Coordinators, Educators, Educator Assistants, families, and visitors. Its aim is to protect the privacy, safety, and wellbeing all stakeholders and to uphold the professional reputation of the service.
Responsibility	Directors, Management, Coordination Unit, Educators, Relief Educators, Children and Families.

Key information:

Armidale Family Day Care acknowledges that social media is a valuable tool for Educators to share information with families about service operations and children's learning, supporting strong partnerships and efficient communication. It also provides the Coordination Unit with an effective platform to promote Educators and 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.

Family Day 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 coordination unit and 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 coordination unit 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 Coordination Unit 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.
- Online encyclopaedias, such as Wikipedia.
- 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 AFDC's obligations under the Education and Care Services National Law and National Regulations are met.
- Must formally authorise, or delegate management and the Coordination Unit to authorise, any device an Educator uses to take photos or videos of children.
- 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 AFDC.

Management and Coordinators:

- 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 AFDC's obligations under the Education and Care Services National Law and National Regulations are met.
- Must formally authorise, or delegate management and the Coordination Unit to authorise, any device an Educator uses to take or store photos or videos of children.
- 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 AFDC.
- Must ensure that children's personal data, including family name, age or identifying details are not shared on social media.

Educators:

- Must not engage in any form of social networking whilst supervising children.
- Must obtain written authorisation from the parent/guardian of each child in care before using any information regarding their child on any social media site.

- Must have all digital devices that they use to take or store images or videos of children, authorised as a “Service -Authorised Device with the approved provider.
- If Educators are using social media to share information with families, this must be done from a private page and only for FDC families currently enrolled with their service.
- Educators using social media to market their service in the wider community must not use identifiable photos of children.
- Must discuss the use of social media with families upon enrolment.
- Educators must not upload Identifiable photographs and images of individual families and children to their private service social media pages or their FDC Service pages. Photos should focus on the activities and learning experiences the children are engaged in, rather than simply capturing individual images of the children. Whenever possible, Educators should aim to take photos that do not include the children's faces.
- Must ensure that children’s personal data, including family name, age or identifying details are not shared on social media
- When children cease enrolment all photos of children are permanently destroyed in line with AFDC Photo and Camera Policy.
- Educators must ensure that Information regarding other Educators, families, children or the Coordination Unit are never be discussed on social media platforms.

Families:

- When using social media, families are expected to remain courteous and respectful toward educators, children, and other families.
- Information regarding other Educators, families, children or the Coordination Unit should never be discussed on social media platforms.