

# Facebook and Other Social Media Policy

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We recognise the benefits and challenges of using Facebook in the early childhood setting. This policy has been developed to provide employees families, volunteers and students with standards of use as they engage in conversations or interactions using Facebook for official, professional and personal use.

## National Quality Standards (NQS)

<b>Quality Area 4: Staffing Arrangements</b>	
4.2	Management, educators and staff are collaborative, respectful and ethical.
<b>Quality Area 5: Relationships with children</b>	
5.1.2	The dignity and the rights of every child are maintained at all times
<b>Quality Area 6: Collaborative partnership with families and communities</b>	
6.2	Collaborative partnerships enhance children’s inclusion, learning and wellbeing.
<b>Quality Area 7: Governance and Leadership</b>	
7.1	Governance supports the operation of a quality service..
7.2.1	There is an effective self-assessment and quality improvement process in place.

## PURPOSE

We aim to ensure that our Service, children, educators or families are not compromised in any form on Facebook and that Facebook usage complies with our Service philosophy and code of conduct.

## SCOPE

This policy applies to children, families, staff, management and visitors of the Service.

## IMPLEMENTATION

We recognise that there are many advantages in using Facebook to network within Service operations. It is important to approach usage with caution, via careful and thorough management.

### Service Facebook Account

Our Service has a Facebook account to converse and share information with our families and community, which is administered by the **Nominated Supervisor.**

Only current families and staff will have access to the Service Facebook page. The page is locked as “Privacy type: Closed: Limited public content. Members can see all content.”

The intent for our Service Facebook page is to:

1. Keep in touch with what's happening at the Service, including upcoming events
2. Connect with other parents and share your thoughts about programs, policies and procedures
3. **An avenue to ask other parents their thoughts and help with common child rearing issues etc.**

The Approved Provider or Nominated Supervisor will:

- **Obtain authorisation from a child’s parents prior to posting any photos of their child to the page**
- **Photographs will not be posted on the ‘wall’**
- Ensure personal information about families, children and staff is not posted on-line
- Ensure high privacy settings on the account
- Ensure all passwords are kept confidential

- Log out of Facebook when not in use and prior to leaving
- Regularly scan online content related to the Service to ensure appropriateness

### Personal Facebook Account

Staff members are to use their own personal discretion when adding a family of the Service as a 'friend' on Facebook. The Service does not recommend staff to add families of the Service as they will be seen still as a representative of the Service and held to the Service's Code of Conduct on all posts to their private wall. It is extremely important not to post information about the Service, children or families on personal social media accounts.

Families are asked to respect that staff may have a personal policy on adding families due to their professional philosophy and that the Service does not recommend staff to have families as friends on their private account.

The Approved Provider, Nominated Supervisor, educators, staff members, volunteers and students will not:

- Access personal Facebook accounts on any workplace device
- Access personal Facebook accounts whilst educating and caring for children.
- Post any photos taken of the children enrolled at the service on their personal Facebook account
- Vilify, harass or bully any other person who works at the Service, family or community member connected to the Service
- Post offensive or derogatory comments or information that could bring their professional standing or that of the Service into disrepute.
- Use their personal camera or phones to take photos or video while at the Service.

The Approved Provider or Nominated Supervisor will:

- Adhere to our Grievance policy and procedures to investigate any occurrences where a person working at the Service may:
  - Posts photos or information of the Service or children,
  - Defames, harasses or bullies any other person who works at the Service, or is connected to the Service.
- Any staff or educator found guilty of any Facebook misconduct may result in termination of employment.

### Source

- Australian Children's Education & Care Quality Authority. (2014).
- Guide to the Education and Care Services National Law and the Education and Care Services National Regulations 2015,
- ECA Code of Ethics.
- Guide to the National Quality Standard.

### Review

Policy Review Date
May 2018