

Yarram Early Learning Social Media Policy

Quality Area 6: Collaborative partnerships with families and communities
Quality Area 7: Governance and Leadership

PURPOSE

Social networking using sites such as Facebook and Twitter, is a worldwide phenomenon which will involve the vast majority of our employees and families. Consequently, it is highly appropriate that our centre has a policy that guides engaging in social networking effectively, responsibly and safely.

POLICY STATEMENT

To promote acceptable use of social media which includes privacy for Staff, Committee Members, Children and Families. To create awareness and obligations for personal use for Employees, Committee of Management, Volunteers and Students of Yarram Early Learning Inc.

DEFINITIONS

Social Media

This includes, but not limited to Facebook, Twitter, Instagram, Blogging, etc.

Staff

This includes Employees, Students, Committee of Management and Centre volunteers, for the purpose of this policy.

Clients

This includes children enrolled at the centre, and their parents, guardians, and immediate families

SOURCES AND RELATED POLICIES

Sources

- Kath Foley Children's Centre and Kindergarten – Social Media Policy <https://www.facebook.com/kathfoleycentre1/> (website is currently unavailable)
- Commonwealth of Australia, Cyber Smart. <https://www.cyber.gov.au/>
- Wellington Shire Council- Social Media Policy: <https://www.wellington.vic.gov.au/>

Service policies

- *Code of Conduct Policy*
- *Code of Conduct (Parents) Policy*
- *Complaints and Grievances Policy*
- *Privacy and Confidentiality Policy*

PROCEDURES

All Staff, and Clients are responsible for:

- Protect your own privacy. Be careful what personal information you share online and set privacy settings to restrict who can access the information. Be mindful of what you post and how clients of the Centre could potentially perceive it.
- Do not disclose that Yarram Early Learning Inc. is your place of Employment.
- Do not post or comment on confidential matters involving Yarram Early Learning Inc., or its Staff, Management, Students, Volunteers and Clients. You should discuss these with the Director.
- Do not post personal information, photographs and videos of clients or staff, without written consent.
- Staff should not post any offensive material, or knowingly and purposely post statements regarding their work or about their workplace that could impact on the Centre's reputation.
- Staff, where they can be identified as a Yarram Early Learning employee, must state that any opinions posted are theirs, and not representative of Yarram Early Learning Inc.
- Social media for personal use should not be accessed while on duty, or on workplace devices.
- Do not verbally or physically threaten, intimidate or harass others through the use of social media. Harassment of any kind will not be tolerated; an inquiry will be completed and actions taken.
- If you discover inappropriate or disrespectful content it is your duty to inform the Director
- Clients need to be mindful of privacy of Staff, Volunteers and Students of Yarram Early Learning, and if they would like information on their child, not use social media but go into the service and speak with them
- Yarram Early Learning Inc. and the Parents & Friends Group social media pages will be monitored by the Director, and the Administrators of the pages.
- If you have outside work form Yarram early Learning inc. please ensure your Yarram Early learning uniform is not being worn within your alternative duties, including promotional material.

EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider will:

- Regularly seek feedback from staff, parents/guardians, children, management, and all affected by the policy, regarding its effectiveness.
- Monitor the implementation, compliance, complaints and incidents in relation to this policy.
- Keep the policy up to date with current legislation, research, policy and best practice.
- Revise the policy and procedures as part of the service's policy review cycle, or as required.
- Notify parents/guardians at least 14 days before making any change to this policy or its procedures.

AUTHORISATION: This policy was adopted by Yarram Early Learning Incorporated in October 2020

REVIEWED BY MANAGEMENT - October 2023
TO BE REVIEWED - 2024