



Springwood Preschool Kindergarten

Social Media Policy

Legislation:

Education and Care Services National Law Act 2010
Education and Care Services National Regulation 2018
Children and Young Persons (Care and Protection) Act 1998 (NSW)
Commonwealth Privacy Act 1988
Privacy Amendments (Private Sector) Act 2000
Health Records Act 2011
Privacy and Personal Information Act 1998
The Health Records and Information Privacy Bill 2002 (NSW)

Rationale:

Springwood Preschool Kindergarten recognises social media and social networking as contemporary forms of communication with families and the community.

Springwood Preschool acknowledges that the use of social media and social networking can play an important part in engaging and interacting with families and the community and is committed to embracing approaches relevant to the needs of the preschool community at the time in a safe and secure manner.

Springwood Preschool Kindergarten acknowledges that social media and social networking will not replace other forms of communication, but that it can be useful in engaging with families and facilitating communication and consultation.

Social Media and **Social Networking** are online services and tools used for publishing, sharing and discussing information. These services involve a combination of technology and social interaction and use a variety of different formats that include text, picture, video and audio. These online services can provide unique opportunities for users to communicate and share information and build networks.

Social Media examples include: Blogs, Forums, Micro blogs (Twitter) and Social networking (Facebook, LinkedIn).

QR Symbols

The preschool's aim is to continue to capture all audiences within the community. As a result QR symbols have been incorporated to be used with smart phone technology. Consequently, QR links have been developed to direct users straight to both our facebook page and our webpage.

Aim:

- To include social media and social networking in Springwood Preschool Kindergarten's ongoing business plan providing the opportunity to engage and interact with families in a contemporary form. Initially this will begin with Facebook and move to other forms of social media as listed above (e.g. Twitter).
- To ensure that any social networking applications are approached sensitively with strict guidelines for set up and usage to safeguard the children and families at the Springwood Preschool Kindergarten.

Procedure:

- Springwood Preschool Kindergarten will determine the need and investigate options for utilising social media and any family engagement that could be enhanced by the use of such social media.
- Springwood Preschool Kindergarten will choose the most relevant social media types and develop a plan of action for risk management regarding set up and usage of the types of social media chosen taking into account duty of care and other legal requirements as per legislation above.
- A social networking website can be defined as a website used to socialise or communicate. These include but are not limited to Facebook, Myspace and Twitter. Our stance on social networking policies is that they are for personal use only and should not be accessed while the staff member is at work with the exception of the preschools official website. The Admin person will be responsible for maintaining the preschools website.
- Families will be asked on enrolment to sign an authorisation form to state whether they wish for their Childs photo to be used on the preschools official website. This identified at enrolment time.
- Those staff members who can access a social networking site via their mobile phones are not to do so during their shift at the centre apart from on breaks. Staff are welcome to use social networking sites on their breaks as long as it does not compromise any families or other staff. Staff are not to use their camera or video phones to take photos while at the preschool.
- Please be aware that **social networking** websites are not a private **means of communication** but can be accessed by the public. Information about what happens at the preschool, including private information about preschool families or other staff members should not be posted on a personal social networking website, nor should any photos taken at the preschool, or on an excursion, be posted on a social networking website. If a staff member does put photos of a child or children enrolled at the preschool on a social networking website, families will immediately be contacted. The staff member will be contacted and asked to immediately delete the photos.
- We believe that it is not appropriate for Parents and Staff to have contact through social networking websites unless they have been personal friends before the child/ children start at the preschool. This should be confirmed with the Director.
- An Information technology specialist will be consulted regarding set up and ongoing usage of social media chosen to ensure technical aspects such security are maximized and maintained.

- The Parent Management Committee in conjunction with the Director (Nominated Supervisor) will determine protocol associated with chosen social media types (see Attachment 1 for proforma) such as:
 - The name and aim of each social media type chosen
 - Who will be responsible for maintaining each social media type
 - The allocated time to be spent maintaining each social media type each day/ week/ month (as applicable)
 - The type of content to be shared and not shared for each social media type (e.g. names and / or photo's of children, staff and families)
 - Dates for review and actions taken based on review of success measures
- Springwood Preschool Kindergarten will not use social media to conduct activities that are contrary to the Preschool's Code of Conduct, Ethical Conduct policy, Child Safe Child Friendly policy, Privacy and Confidentiality policy, Information and Record Keeping policy and any other related policy.
- Springwood Preschool Kindergarten will use 'rules of engagement' such as:
 - Being credible
 - Being respectful
 - Being factual
 - Being responsive
 - Being professional

Consequence

Should harassment of any kind take place on a social networking site, such as, but not limited to, sexual or verbal harassment, staff members will face an inquiry into their actions and depending on the severity of the situation face possible termination of employment.

Should a family member related to the preschool harass a staff member via a social networking website, the Director/Nominate Supervisor will conduct an inquiry into their actions and depending on the severity of the situation face possible termination of enrolment.

This policy also complies with state and national laws regarding social networking websites.

Should a staff member break the law on a social networking website, such as, but not limited to, defamation, the preschool will contact the police and other relevant authorities.

Links to Quality Areas and Standards:		
Quality Area 2		Children's health and safety
Standard	2.2	Each child is protected.
Quality Area 4		Staffing Arrangements
Standard	4.1	Staffing arrangements enhance children's learning and development.
Standard	4.2	Management, educators and staff are collaborative, respectful and ethical.
Quality Area 5		Relationships with children
Standard	5.1	Respectful and equitable relationships are maintained with each child.
Standard	5.2	Each child is supported to build and maintain sensitive and responsive relationships.
Quality Area 6		Collaborative partnerships with families and communities
Standard	6.1	Respectful relationships with families are developed and maintained and families are supported in their parenting role.
Standard	6.2	Collaborative partnerships enhance children's inclusion, learning and wellbeing.
Quality Area 7		Governance and Leadership
Element	7.1.2	Systems are in place to manage risk and enable the effective management and operation of a quality service.
Standard	7.2	Effective leadership builds and promotes a positive organisational culture and professional learning community.
Element	7.2.1	There is an effective self-assessment and quality improvement process in place.

Source:

Because It Matters P/L

Early Childhood Australia (2006). *Code of Ethics*. Canberra, ACT. Early Childhood Australia.

Department of Education, (Feb 2018) *Education and Care Services National Regulations*.

Department of Education, (Feb 2018) *National Quality Standard for Early Education and Care and School Aged Children*.

<https://education.nsw.gov.au/teaching-and-learning/curriculum/preschool/quality-and-regulations>

Policy Reviewed by: _____ Approved by: _____

Signature: _____

Date: ____/____/____

Date: ____/____/____

Next Review Date: ____/____/____



Springwood Preschool Kindergarten SOCIAL MEDIA PROTOCOL

Type of Social Media:
Aim of Social Media type:
Person responsible for setting up social media:
Person responsible for maintaining social media:
Time allocated for maintaining social media (circle and complete the mote applicable): <p style="text-align: center;">Per day Per week Per month</p>
Nature of communication using social media (what will the primary use be):
Specific protocol's for use of social media type (e.g. no names or photographs of children, family and staff to be included)
Date to be reviewed to determine success measure in relation to aims:
Findings of review and Action taken based on review: