



SOCIAL MEDIA POLICY

We recognise both the benefits, and challenges, of using Facebook and other social media platforms 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 social media for official, professional and personal use.

NATIONAL QUALITY STANDARD (NQS)

QUALITY AREA 7: GOVERNANCE AND LEADERSHIP		
7.1.1	Service philosophy and purposes	A statement of philosophy guides all aspects of the service's operations.
7.1.2	Management Systems	Systems are in place to manage risk and enable the effective management and operation of a quality service.
7.1.3	Roles and Responsibilities	Roles and responsibilities are clearly defined and understood and support effective decision making and operation of the service.
7.2	Leadership	Effective leadership builds and promotes a positive organisational culture and professional learning community.

EDUCATION AND CARE SERVICES NATIONAL REGULATIONS	
84	Awareness of child protection law
181	Confidentiality and storage of records
183	Storage of records and other documents

RELATED POLICIES

Child Safe Environment Policy	Interactions with Children, Family and Staff Policy
Code of Conduct Policy	Photograph Policy
Cyber Safety Policy	Privacy and Confidentiality Policy
Dealing with Complaints Policy	Respect for Children Policy
Dealing with Complaints Policy (Staff)	Responsible Person Policy
Family Communication Policy	Student, Volunteer and Visitors Policy
Health and Safety Policy	Supervision Policy
	Work Health and Safety Policy

PURPOSE

Being part of our Service entails a position of trust and responsibility. We aim to ensure that our Service, children, educators, and/or families are not compromised in any form on Facebook, or any other social media platform, and that all social media usage complies with our Service’s philosophy, relevant policies, and the code of conduct.

SCOPE

This policy applies to children, families, staff, educators, management, approved provider, nominated supervisor, students, volunteers and visitors of the Service.

IMPLEMENTATION

Social media is defined as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)” (Merriam-Webster dictionary).

We recognise that there are many advantages in using social media to network within Service operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate may provide thought-provoking discussion, there are guidelines in place to ensure that our Service remains open and welcoming for children, families, and staff.

The Child Safe Standards recognise the importance of safe physical and online environments to promote safety and wellbeing of all children. Our Service has the responsibility to ensure children and educators are protected from harm when they engage with digital technology including social media.

This policy applies to all forms of social media including (but not limited to):

- Social networking sites, e.g. Facebook, X (formerly Twitter), LinkedIn

- Image sharing sites, e.g. Instagram, Snapchat, and Imgur
- Music/dance videos, e.g. Tik Tok
- Video hosting sites e.g. YouTube and Vimeo
- Community blogs, e.g. Tumblr and Medium
- Discussion sites, e.g. Reddit and Quora

NATIONAL MODEL CODE AND GUIDELINES

Our Service follows the current recommended practices released by ACECQA regarding the National Model Code for Early Childhood Education and Care and associated Guidelines. Our Service will ensure educators, staff, students and visitors adhere to the following practices at all times children are educated and cared for at our Service:

- personal electronic devices must not be used to take images, record audio or capture videos of children being educated and cared for at the Service
- personal electronic devices, including phones and smartwatches, must not be in the possession of any person while working directly with children within the children’s environment
- only electronic devices issued by the Service are used to record and store images and videos of children
- Service electronic devices are not to be taken out of the Service/away from Service premises
- procedures are followed regarding safe storage and restricted access of images and videos of children

SERVICE SOCIAL MEDIA PAGES

Our Service has a Facebook page and an Instagram page which are primarily used for information sharing and marketing purposes. The Facebook page is operated by our Nominated Supervisor and administration officer via a centre computer or mobile phone. Consent will be gained from our families before any images of children are shared on our social media platforms. No identifying information, such as names, regarding our children will be shared.

PRIVACY

- All staff and educators must remain aware that they represent and could be identified as an employee of the Service through any online activity.
- Staff and educators must maintain appropriate privacy of families, employees, students, children and volunteers at all times

- Absolutely no written content will be published to our social media platforms without the implicit and written permission of families to whom the content relates.
- Our Service will gain implicit and written family permission prior to posting photos of children.
- Passwords will not be shared without authorisation from management.
- Our Service will remain up to date with any changes to our social media platforms ensuring privacy settings remain up to date.

REGARDING THE SERVICE SOCIAL MEDIA PLATFORM, THE APPROVED PROVIDER OR NOMINATED SUPERVISOR WILL:

- obtain written authorisation from a child’s parents prior to posting any comment or photos of their child to the platform
- ensure personal information about families, children and staff is not posted on-line
- ensure the highest level of privacy settings are established and maintained on the account
- ensure all passwords are kept confidential
- log out of social media platforms when not in use and prior to leaving the Service
- regularly scan online content related to the Service to ensure appropriateness
- adhere to our *Dealing with Complaints Policy* and procedures to investigate any occurrences where a person working at the Service may:
 - post photos or information of the Service or children
 - defame, harass or bully any other person who works at the Service or is connected to the Service
- ensure that any staff or educator found guilty of any social media platform misconduct is aware that this may result in disciplinary procedures or termination of employment.

Regarding all social media, the Approved Provider, Nominated Supervisor, educators, staff members, volunteers and students will not:

- access personal social media platform accounts on any workplace device
- access personal social media platforms whilst educating and caring for children
- post any photos taken of the children enrolled at the service on their personal social media platforms
- post any information about the Service, colleagues, children, or families on any personal social media platform
- 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 phone to take photos or video whilst at the Service.

PERSONAL SOCIAL MEDIA ACCOUNTS

Staff members are to use their own personal discretion when adding a family of the Service as a ‘friend’ on any social media platforms. The Service does not recommend that staff add families of the Service to personal social media accounts as they will still be seen as a representative of the Service and be required to uphold the Service’s Code of Conduct on all posts. It is extremely important not to post information about the Service, colleagues, children, or families on personal social media accounts, as this not only contravenes the Service policies and *Code of Conduct* but is considered a breach of the Commonwealth’s *Privacy Act 1988* and *Privacy and Personal Information Protection Act 1998*.

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

CONSEQUENCES FOR INAPPROPRIATE CONDUCT

For inappropriate conduct to be considered unlawful, it is necessary to demonstrate a connection between the behaviour and the employment relationship that:

- is likely to cause serious damage to the relationship between the employee and Service
- damages or harms the Service’s interest or reputation
- is incompatible with the employee’s duties in the education and care sector.

A person who has been involved in inappropriate conduct may require reprimand as per our *Code of Conduct Policy*. This may lead to disciplinary procedures or termination of their position.

CONTINUOUS QUALITY IMPROVEMENT

Our Service will continue to evaluate and assess our online safety practices through critical reflections, checklists, professional learning and discussions with families and staff.

RESOURCES

Australian Children’s Education & Care Quality Authority. (2024). [National Mode Code for Early Childhood Education and Care](#)

Australian Government Office of the eSafety commission www.esafety.gov.au/early-years
 eSafety Early Years Online safety for under 5s. <https://www.esafety.gov.au/sites/default/files/2020-02/Early-years-booklet.pdf>
 eSafety Early Years Checklist <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators/checklist>

CONTINUOUS IMPROVEMENT/REFLECTION

Our *Social Media Policy* will be updated and reviewed annually in consultation with families, staff, educators and management.

SOURCE

Australian Children’s Education & Care Quality Authority. (2024). [Guide to the National Quality Framework](#).
 Australian Children’s Education & Care Quality Authority. (2024). [National Model Code for Early Childhood Education and Care](#).
 Australian Children’s Education & Care Quality Authority. (2024). [Taking Images or Videos of Children While Providing Early Education and Care. Guidelines for the National Model Code](#).
 Dictionary by Merriam-Webster
 Early Childhood Australia Code of Ethics. (2016).
[Education and Care Services National Regulations](#). (Amended 2023).
 eSafety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators>
Privacy Act 1988.
Privacy and Personal Information Protection Act 1998.
[Western Australian Legislation Education and Care Services National Regulations \(WA\) Act 2012](#)

REVIEW

POLICY REVIEWED BY	Megan Hipkiss	Centre Support	December 2024
POLICY REVIEWED	AUGUST 2024	NEXT REVIEW DATE	AUGUST 2025
VERSION	V 11.08.24		
MODIFICATIONS	<ul style="list-style-type: none"> • policy maintenance - no major changes to policy • National Model of Code and Guidelines added to policy • hyperlinks checked and repaired as required • updated sources • Childcare Centre Desktop related resources added 		

POLICY REVIEWED	PREVIOUS MODIFICATIONS	NEXT REVIEW DATE
AUGUST 2023	<ul style="list-style-type: none"> • annual policy review • small typos/grammatical errors repaired • Continuous improvement section added 	AUGUST 2024