

Social Media Policy and Procedure

Title:	Social Media Policy		
Last Reviewed:	October 2016	Next review due:	September 2019
NQF Reference:	Regulation 1.1.1;1.1.3;1.3.3;7.1.2		

Aim

- To provide a platform for educators to promote BBCS
- To provide families with opportunities for increased communication with the educators and service
- To help families feel more connected with their child/ren's experiences in care.
- To protect the welfare and privacy of children in care, and their families.
- To assist in forming collaborative partnerships with families and communities.

Purpose

- This policy aims to clarify staff responsibilities in the use of social media.
- The organisation supports its employees professional and responsible participation in social media for business including within learning environments.
- The use of social media is increasingly a part of everyday online activities, particularly through mobile devices.
- Learning and communication can be enhanced through the effective use of social media.

Procedure

Educators registered with BBCS are required to use the following guidelines in their social networking practices:

- Do not engage in any form of social networking whilst supervising children.
- Obtain written authorisation from the parent/guardian of each child in care prior to including any information regarding their child/ren on any social media site. The authorisation should include any restrictions the child's parent/guardian wishes to make and be updated annually.
- Ensure, via privacy settings, that images of children are accessible only to their parent/guardian. If this is not possible, consider posting images of the children's play environment, achievements etc. rather than images of the child/ren.
- Protect your own privacy and that of all users of the service. Do not post private emails, phone numbers or addresses. Maintain professionalism, honesty and respect at all times.
- Remember that no information sent over the web is totally secure, and as such, if you want to ensure that the information is not made public, refrain from sending it over a social network.
- If any stakeholder of BBCS becomes aware of social networking activity that may be deemed to be distasteful or lacking judgement, the Director should be notified.

Links to other policies or documents

- .

Sources

- *Education and Care Services National Law*

- *Education and Care Services National Regulations*
- www.justice.tas.gov.au