

# Social Media Policy

<b>Policy Relevant to:</b>	All Team Members, Educators & families
<b>Last Reviewed:</b>	January 2021
<b>Next Review:</b>	January 2023
<b>NQF:</b>	1.1.1, 1.1.3, 1.3.3, 7.1.2
<b>NQS:</b>	7.1.1, 7.1.2, 7.1.3, 7.2
<b>National Law</b>	84, 181, 183

Being part of Adventure Patch Services entails a position of trust and responsibility. We aim to ensure that Adventure Patch Services, (Long Day Care, OSHC, Family Day Care), 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 philosophy, relevant policies, and the code of conduct.

## Objective

This policy has been developed to outline how Adventure Patch's online social media profiles will be managed. The policy is aimed at ensuring team members, educators, families and volunteers understand their rights and responsibilities when participating on such sites with respect their personal social media activities.

## Adventure Patch Social Media

Adventure Patch uses social media to benefit the organisation, team members, educators and families.

Adventure Patch is committed to maximising its social media reach while protecting its public reputation and aims to ensure the following:

- That any posts are in accordance with copyright and privacy policies.
- To consistently demonstrate integrity by ensuring never to post incorrect, defamatory or misleading information about Adventure Patch's work, the work of other organisations or individuals.
- Prevent damage to the reputation of the organisation and to take immediate action to remove any post in breach of Policy or procedural guidelines.
- Protect the privacy team members, educators and families.
- Continue to educate team members and educators about appropriate and inappropriate social media usage.

## Adventure Patch Team Members and Educators use of Social Media

Adventure Patch supports the personal use of social media by team members and educators, where the team member or educator does not make comments that are, or are perceived to be, made on behalf of Adventure Patch.

This policy is not generally intended to apply to personal use of social media by team members or educators, such as Facebook, Twitter, blogs and similar platforms where:

- The team member / educator makes no reference to Adventure Patch and:
- Absolutely no inference could be made that the team member / educator is associated with Adventure Patch.

## Social Media and Adventure Patch Code of Conduct

Nothing in this policy, however, exempts team members / educators from compliance with the Adventure Patch Code of Conduct.

Team members / educators must be mindful that their behaviour on personal social media is also governed by Adventure Patch's Code of Conduct and refrain from:

- Making comments that are racist, obscene, defamatory, threatening, harassing, discriminatory or hateful to or about their work or another person or entity related to their work; and
- Not make opinions or comments that may be perceived to be representative of the opinion of Adventure Patch

## Breaches of this Policy

Breaches of this policy may also constitute a breach of the Adventure Patch Code of Conduct and result in disciplinary action being taken against the Team member / educator, up to and including summary dismissal.

## Resources

Australian Government Office of the eSafety commission [www.esafety.gov.au/early-years](http://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>

## Source

Australian Children's Education & Care Quality Authority. (2014).  
Dictionary by Merriam-Webster: <https://www.merriam-webster.com/>  
Early Childhood Australia Code of Ethics. (2016).  
eSafety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators>  
Guide to the Education and Care Services National Law and the Education and Care Services National Regulations. (2017).  
Guide to the National Quality Standard. (2020).  
Privacy Act 1988.  
Privacy and Personal Information Protection Act 1998.  
Revised National Quality Standard (2018).

