

# Social Media Policy

<b>Policy Relevant to:</b>	All Team Members, Educators & families
<b>Last Reviewed:</b>	September 2023
<b>Next Review:</b>	January 2025
<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

## Rational

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, Vacation 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.

## Purpose

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.

## Definition

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).

## Implementation

We recognise that there are many advantages in using social media to network within our 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 services remain open and welcoming for children, families, and staff.

The National Principles for Child Safe Organisations recognise the importance of safe physical and online environments to promote safety and wellbeing of all children. Adventure Patch has a responsibility to ensure children and educators are protected from harm when they engage with digital technology including social media.

## Adventure Patch will:

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.

- Ensure the highest level of privacy settings are established and maintained on the account and ensure all passwords are kept confidential.
- 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 of team members, educators and families.
- Continue to educate team members and educators about appropriate and inappropriate social media usage.
- Obtain written authorisation from a child's parents/guardian prior to posting any content / comment or photos of their child to the page.
- Will use social media as a form to converse and share information with our families and community. For example:
  - upcoming and special events.
  - provide educational information to families and employees.
  - share thoughts about programs, policies, and procedures.
  - provide an avenue to ask parents their thoughts and provide appropriate research-based information on common child rearing issues.

### **Adventure Patch Team Members and Educators will not:**

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
- Absolutely no inference could be made that the team member / educator is associated with Adventure Patch.
- Access personal social media accounts on any workplace device.
- Access personal social media accounts whilst educating and caring for children.
- Post any photos taken of the children enrolled at services on their personal social media account.
- Post any information about the Adventure Patch services, colleagues, children, or families on any personal social media account.
- Vilify, harass or bully any other person who works at Adventure Patch services, family or community member connected to Adventure Patch
- Post offensive or derogatory comments or information that could bring their professional standing or that of Adventure Patch services into disrepute.
- Use their personal camera or phones to take photos or video whilst at service.

### **Personal Social Media Accounts**

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

Team members and 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.
- Not make opinions or comments that may be perceived to be representative of the opinion of Adventure Patch.
- It is extremely important not to post information about the Adventure Patch services, colleagues, children, or families on personal social media accounts, this will contravene policies and legislation.
- Adventure Patch does not recommend staff to have families as friends on their private account, as they will be seen as representatives of Adventure Patch.
- If adding families to personal social media accounts, educators will adhere to relevant policies, including the Adventure Patch Code of Conduct.
- Staff members are to use their own personal discretion when adding a family of the service as a 'friend' on Facebook or any other social media.
- 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.

### **Consequences for inappropriate conduct**

For inappropriate conduct to be lawful, there is a need 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 Adventure Patch
- damages or harms Adventure Patch's interest or reputation
- is incompatible with the employee's duties in the education and care sector.

### **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 and educator, up to and including summary dismissal.

### **Related Policies**

Code of Conduct  
Health and Safety Policy  
Privacy and Confidentiality Policy  
Supervision Policy  
complaints

### **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>

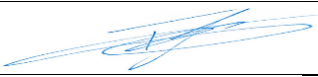
**Source**

Australian Children's Education & Care Quality Authority.  
 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).

**Review History**

Policy Reviewed By:	Scott Norris	DCEO	September 2023
POLICY REVIEWED	September 2023	NEXT REVIEW DATE	January 2025
Modifications	<ul style="list-style-type: none"> <li>• policy maintenance - no major changes to policy</li> <li>• hyperlinks checked and repaired as required</li> </ul>		
POLICY REVIEWED	PREVIOUS MODIFICATIONS		NEXT REVIEW DATE
	<ul style="list-style-type: none"> <li>•</li> </ul>		

**Signed**

<b>CEO:</b>	
<b>Manager:</b>	S. Norris