

SOCIAL MEDIA POLICY

Aim; To protect the privacy of the families, children, staff (including volunteers and students) and management of our centre. To ensure this privacy is not compromised through social networking sites (including, but not limited to, Facebook, Instagram and Twitter).

Rationale:

Highland Grove Preschool recognises that social media is a term which encompasses the various activities that integrate technology and social interaction, using a range of words, images, videos and audio. For many, participation in social media technologies is an integral aspect of their lives which may lead to a blurring of their professional and private identities.

The use of social media has the ability to compromise the privacy, security and reputations of families, other educators or the service as a whole. Therefore, individuals are obliged to;

- Consider the rights of each child, family, educator and visitor
- Take responsibility for what they write
- Try to add value to what they are doing and saying
- Respect their audience, both visible and invisible
- Respect copyright.

Procedures for all staff (including students and volunteers):

- Protect your own privacy and that of all users of the service. Do not post private emails, phone numbers or addresses in keeping with our Privacy and Confidentiality Policies. 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.
- Maintain an appropriate level of professionalism on private social networking pages. Be aware that prospective users of the service may access your personal/private social networking pages, so inappropriate comments, language and/or information posted by you may have a negative impact on Highland Grove Preschool.
- If any stakeholder of Highland Grove Preschool becomes aware of social networking activity that may be deemed to be distasteful or lacking good judgment, the director must be notified.
- Personal phones and cameras remain in the preschool office and staff room.
- The Highland Grove Instagram account will not hold images of children's faces.

Parents/caregivers will ensure;

- Photographs or videos taken of any child (other than their own) whilst on the preschool premises will not be uploaded to any social media. (Including, but not limited to, Facebook and Instagram). This includes special events inside and outside preschool hours.
- Photographs or videos taken of any staff member whilst on the preschool premises will not be uploaded to any social media. This also includes special events inside and outside preschool hours.
- Families and caregivers will not post negative or slandering comments on social media regarding our staff, preschool, parents or children. This would result in immediate cessation of your child's enrolment.

Reviewed; 9/11/20

Sources; Education and care services National Law Act 2010,

Education and Care Services National Regulations 2018

NSW Department of Education & Communities & Privacy Act 1988