



### **SOCIAL MEDIA POLICY**

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Social media are online services and tools used for publishing, sharing and discussing information and may include forums, Facebook, Instagram and any other platform that allows individual users to upload and share content.

Warrandyte Kindergarten believes there is a place for the use of social media to share information about the kindergarten and its educational programs with families and the community. This policy applies to all staff, parents and guardians, work experience students etc at Warrandyte Kindergarten.

The account administrator of the Warrandyte Kindergarten's social media will be the kindergarten's Social Media Officer who is a member of the kindergarten's Committee of Management. The Social Media Officer will be responsible for updating the kindergarten's social media with relevant information about the kindergarten, uploading photos of the educational program, promoting kindergarten events, responding to questions from the local community, creating links to the Warrandyte Kindergarten website or other relevant websites and moderating or removing any comments deemed to be unacceptable or inappropriate.

Upon enrolment, families will be informed of the Social Media Policy and will be asked to sign a Privacy and Confidentiality form.

When providing information on social media on behalf of Warrandyte Kindergarten, the Social Media Officer will:

- have the authority to respond to feedback and inquiries
- know when to seek advice from others (eg, about content of response, how to respond or legal/ethical advice)
- know when to escalate the matter to the President of the Committee of Management for response
- be respectful and professional in their duty of care and when communicating and referring to students, parents/carers and their families
- not publish any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, breaches a Court Suppression Order, or is otherwise unlawful
- ensure that all content published is accurate, not misleading and complies with privacy guidelines
- respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms
- respect copyright laws and attribute work to the original source wherever possible
- only offer information, support or comment on topics that fall within their area of responsibility
- protect personal details
- ensure that they protect the identity of children, families and other parties.

### **POSTING CHILD IMAGES AND WORK**

To protect the interests of children, personal or private information must not be included on any publicly available webpage. When written permission is received and child protection obligations met photos, videos and news may be shared. Where any doubt exists regarding the sensitivity of the

information, provisions must be made to limit access to a specific, relevant group of users (eg, use a closed community instead of a public one or host your own community). When posting images of children or using their work the following apply:

- a consent form must be signed by the parent or guardian prior to taking images of any child
- the Social Media Officer must ensure each child shown in the image has a signed consent form
- where a photograph is taken of a group of children, the image cannot be used unless consent is obtained for all children
- images of children on a social media platform must not include any names identifying any of the children in the image and care must be taken not to reveal personal information about the subjects.

### **What Content Should Be Removed?**

The aim of social media is to promote conversation. Moderation is not about removing comments and content that you don't like or disagree with –it's about ensuring content is relevant, on-topic and respectful. As a guide, content should be removed that is:

- abusive, offensive in nature or contains offensive language
- bullying, harassing, defaming or giving offence to other people
- contains personal and/or cultural attacks or insults •promotes hate of any kind
- potentially libellous or defamatory
- off-topic or spam
- plagiarised material
- commercial content
- unauthorised copyright material
- detrimental in any way.

### **PERSONAL USE OF SOCIAL MEDIA**

Warrandyte Kindergarten supports staff who choose to use social media in their capacity as private citizens, however, they should be aware that content published on social media sites is publicly available even on their personal accounts. Educators and other staff can be held accountable for their actions outside of business hours. As such, staff should ensure:

- that they are mindful that their behaviour is still bound by the Code of Conduct
- that they do not make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another person or entity.
- their comments are not or could not be perceived to be:
  - made on behalf of Warrandyte Kindergarten rather than an expression of a personal view
  - criticism of Warrandyte Kindergarten
  - compromising your capacity to fulfil your duties at Warrandyte Kindergarten
  - criticism of Warrandyte Kindergarten's children, families and other stakeholders
  - compromising public confidence in Warrandyte Kindergarten.

Where staff participate in a discussion not directly related to their work, but that draws on their expertise in a field, such as child development, teaching or education, this would be considered personal use.

However, staff should not reveal information about Warrandyte Kindergarten that is not publicly available.

It may not be appropriate to make connections with everyone who follows your posts eg, 'liking', subscribing or 'following'. Keep in mind these guidelines:

- develop your own guidelines to help you make decisions about who you might 'follow'/'friend'/'like' or subscribe to
- do not 'friend' children (or their parents) on Facebook.

If staff are involved in online discussions that relate to their work and general information is not available or will not suffice as a response, it is your responsibility to:

- ensure you do not imply in any way that you are authorised to speak on Warrandyte Kindergarten's behalf
- use a disclaimer to ensure your views and opinions are understood to be your own and not those of Warrandyte Kindergarten. An example of a disclaimer is: "I am not speaking on behalf of my employer, this is my personal opinion".

A disclaimer is required when you:

- refer to the work done by Warrandyte Kindergarten
- comment on any Warrandyte Kindergarten or issue, or
- provide a link to the Warrandyte Kindergarten.

## **AUTHORISATION**

This policy was adopted by the Approved Provider of Warrandyte Kindergarten on 19 August 2019.

**REVIEW DATE: AUGUST 2022**