

## SOCIAL MEDIA POLICY 2020

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### Not Mandatory – Quality Area 6 and 7

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Adapted from the ELAA (2013), Policy Works Manual – National Quality Framework, Emergency and Evacuation Policy

### 1. PURPOSE

This policy will provide guidelines for:

- the safe and appropriate use of social media, including Facebook, within the context of Eltham Woods Preschool.

### 2. POLICY STATEMENTS

#### VALUES

Eltham Woods Preschool is committed to:

- engaging and communicating with families of children enrolled at the centre as well as prospective families and the local community;
- maintaining the privacy and confidentiality of children attending the kindergarten and the families of children who attend;
- ensuring the online safety of children and families of children who attend the kindergarten.

#### SCOPE

- This policy applies to the Committee of Management, staff, parents/guardians who wish to have their children enrolled at the kindergarten, or have children already enrolled at the kindergarten, their extended families, and volunteers or students undertaking placement at the kindergarten.

### 3. PROCEDURES

#### The Approved Provider is responsible for:

- Email from Eltham Woods Preschool main account will remain the primary communication tool between educators/committee of management and families on a daily /weekly basis.
- The Eltham Woods Preschool open Facebook page is accessible by the general public but is not the main means of communication between the service, current families, past families, prospective families and the local community.
- Facial images of children, family members, staff members and committee members will not be posted on Eltham Woods Preschool open Facebook page.
- First names may be used but full names will not be used.

- Any Eltham Woods Preschool closed Facebook groups are in no way associated directly with the Eltham Woods Preschool. It is only a means of communication between family members within the group, however facial images of children, family members, staff members and committee members will not be posted on any Eltham Woods Preschool closed Facebook groups.
- The Administrators of the Facebook page will be elected members of Committee of Management of the current academic year. They will need to –
- be familiar with Facebook and how it functions;
- have an understanding of the Code of Conduct and accepted ethical/professional behaviours of the kindergarten;
- have the authority to respond to feedback and enquiries;
- have developed a list of standard responses to address breaches of conduct.
- know when to seek advice from others (eg. how to respond or legal/ethical advice);
- be confident in uploading or linking to files.
- The Eltham Woods Facebook page must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns or to promote other businesses.
- However, the page may be used to thank local businesses for their support of the kindergarten. Any complaints relating to the content of the Facebook page or breaches of this policy will be dealt with in by the Administrators of the account.
- Any person using the Facebook page inappropriately may be blocked by Administrators.
- The administrators may seek advice from staff, and or the Complaints and Grievance Committee.

**The Committee of Management is responsible for –**

- nominating Administrators from Committee of Management to regulate Facebook Page
- ensuring this policy is respectfully implemented;
- developing and reviewing this policy;
- authorizing any changes to this policy;
- monitoring complaints and incidents regarding this policy.
- Providing New Administrators a list of the standard responses in Attachment 1 during handover.

**The Administrators are responsible for –**

- Being familiar with our Centre Philosophy and Values of our Service.
- regularly reviewing and updating the content of the Facebook page;
- ensuring the content of the Facebook page reflects the values and purpose of this policy and philosophy of the kindergarten;

- ensuring the content, including comments, of the Facebook page adheres to the Kindergarten's code of conduct;
- removing any inappropriate comments or posts.
- Responding to any breaches with standard responses
- Reporting to Committee of Management / and Staff any breaches at next Committee Meeting.
- Drafting the standard responses to use in event of a breach. (Attachment)

#### **Parents/guardians are responsible for –**

- respecting the rights and confidentiality of other children and their families when using the Facebook page;
- adhering to the points contained within this policy and the kindergarten's Code of Conduct when using the Facebook page;
- Notifying Administrators of the Page, if there are concerns over a breach of this policy.

## **4. BACKGROUND AND LEGISLATION**

### **Background**

The Committee of management has determined that Eltham Woods Preschool has established a public open Facebook page to promote the kindergarten to the local community including prospective families, as well as providing an additional form of communication with current families. In addition, at the beginning of each new year the elected Committee of Management have the ability if they choose to establish 3 closed Facebook social media groups for each of the three groups ran at the kindergarten. Only the authorised admin can accept and decline members to these groups and only the accepted members will be able to view and access information published on these pages.

Facebook represents a growing form of communication and can play an important role in building and maintaining relationships with families, prospective families and the local community. However, it is also an area in which rules and boundaries are constantly being tested and we must be mindful of the effects of the use of social media on children and families within our kindergarten community.

### **LEGISLATION**

The following have been considered –

- Privacy Act 1988 – [www.privacy.gov.au/law/act](http://www.privacy.gov.au/law/act)
- Privacy Amendment (Enhancing Privacy Protection) Act 2012
- Privacy Regulations 2013
- Education and Care Services National Law Act 2010
- Education and Care Services National Regulations 2011
- Early Childhood Australia Code of Ethics

- Guide to the National Quality Standard (3) Australian Children’s Education and Care Quality Authority (ACECQA) 2011 The most current amendments to listed legislation can be found at:
- Victorian Legislation – Victorian Law Today: <http://www.legislation.vic.gov.au/>
- Commonwealth Legislation – ComLaw: <http://www.comlaw.gov.au/>
- *National Quality Standard*, including Quality Area 2: Children’s Health and Safety
- *Child Safety and Wellbeing Act 2005 (Vic)*
- *Charter of Human Rights and Responsibilities Act 2006 (Vic)*
- *Child Safe Standards (Vic)*

## 5. EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Committee of Management at Eltham Woods Preschool will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness;
- monitor the procedures in relation to this policy;
- keep the policy up to date with current legislation, research, policy and best practice;
- revise the policy and procedures as part of the service’s policy review cycle, or as required;
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

## 6. AUTHORISATION

This policy was adopted by the Approved Provider of Eltham Woods Preschool on 01.02.2020

## 7. POLICY CHANGE RECORD

Date	Revision Description	Authority
01.02.2020	This is a new policy added / created on the request of the committee from 2019	
2021	Review	EWPS Committee

**REVIEW DATE: 01.05.2023**



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## ATTACHMENT 1

### Standard Responses for Breaches of Content for Facebook Page

Administrators to regularly check posts, as actions and responses need to be timely.

Type of Breach	Standard Action / and or Response	Person responsible for this
Photo of faces or heads uploaded to page	A: Contact person to immediately remove A: Or Immediately Remove R: This material was removed by the administrator, because it poses a risk to safety and wellbeing of children and families.	Administrators
Comments not in keeping with philosophy of service	A: Remove post (If unsure speak with Staff) R: This content is not in keeping with the philosophy of the families of this service.	Administrators
Comments posted that are for self-promotion / or of others promotion not authorised by COM	A: check if authorised A: Remove post R: We reserve the right to remove any unauthorised content	Administrators
Any other comment deemed inappropriate	A: Remove post (If unsure speak with Staff) R: This content is not in keeping with the philosophy of the families of this service.	



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