

## POLICY

### POLICY 42: SOCIAL MEDIA

#### OVERARCHING PERSPECTIVE:

**Perspective:** Community  
**Policy:** External Communication

#### POLICY:

This policy aims to ensure that Our village Family Childcare Service, children, staff and families are protected from being compromised in any form of social media. It provides guidelines for the publication of, and commentary on, social media by staff and others who can be identified as being connected with the Service.

#### SCOPE:

This document applies to all Educators, Families, Coordination Unit Staff, Volunteers and Students of Our Village Family Childcare Service.

#### RATIONALE:

To clarify the role of the use of social media in Our Village Family Childcare Service, and to respect the rights and confidentiality of all those involved in the service.

#### PROCESS:

##### **When participating in social media, Educators and staff should:**

- Be respectful to and about others at all times
- Assume that the comments they post may be available to persons other than those for whom the communication was intended
- Be certain not to disclose other people's personal information or publish images of others without permission. Recognise that a person may be readily identifiable even when not named
- Re-read and re-consider what is being said before posting it.

**Educators will monitor/supervise and limit the use of social media by school age children whilst attending the service.**

##### **When participating in social media Educators and staff must not:**

- Imply they are authorised to speak for the service nor for Sunbury Community Health
- Use the services email or any logos or branding pertaining to the service when conducting personal business or expressing personal views
- Use the identity or likeness of another employee, customer, supplier or business partner etc.
- Publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature
- Use or disclose any information (including photography or videos) relating to children and families, other staff or anyone connected with the Service, obtained through your employment at the Service
- Make any comment or post any material that might otherwise cause damage to Sunbury Community Health's reputation or bring the service into disrepute. This

includes any comments that are defamatory, harassing, bullying, discriminatory, insulting, abusive or in any other way harmful.

**Identifying inappropriate use:**

- Staff who notice inappropriate or unlawful content online in any way relating to the Service, or content that may be in breach of this Policy, should inform the Manager immediately.

**Harassment, bullying and discrimination:**

- Abusive, harassing, threatening or defaming posting which is in breach of any of the service's Policies may result in disciplinary action being taken, even if such comments are made using private social networks outside of working hours. All staff and others connected with the service are expected to treat each other with respect and dignity, and ensure their behaviour both on line and while at the service does not constitute unlawful discrimination, bullying or harassment in any form.

**Breach of Policy**

- Any staff member or Educator whose actions are deemed to be in breach of this policy could face disciplinary action
- Where necessary, disciplinary action will be determined by the Sunbury Community Health General Manager, Children, Youth and Families according to the circumstances of the case. Counselling, mediation, training, re-training and the issue of written warnings may be considered as possible remedies. In severe circumstances, failure to act in accordance with this Policy could result in termination of the Educator Agreement/Employment.

**Responsibilities of Parents/Families:**

To act in accordance with this policy

To report any inappropriate or unlawful content on line relating to Sunbury Community Health or the service, or content that may be in breach of this Policy, to the Manager.

**APPENDICES:**

Sunbury Community Health . Media Release Procedure

Posting on Sunbury Community Health Facebook Page Work Instruction

**DEFINITIONS:**

**REFERENCES:**


Education and Care Services National Regulations, 2011

Social Media Policy - Dr. Brenda Abbey (Childcare by Design)

**RELATED DOCUMENTS:**

- Child Safe Environment & Child Protection - 7
- Staffing . Code of Conduct - 40
- Fit and Proper Assessment of FDC Educators, Assistants and Persons residing at the FDC residence - 32
- Enrolment and Orientation - 31
- Governance and Management of the FDC Service Including Confidentiality of Records - 8
- Staffing . Participation of Volunteers and Students - 51
- (SCH) Posting on the Sunbury Community health Facebook Page Work Instruction

*This box to be completed after final draft has been approved.*

<b>Issue Date:</b>	November 2016	<b>Previous Review(s):</b>	Jul '15
<b>Issue Number:</b>	Two (2)	<b>Next Review:</b>	November 2019
<b>Owner:</b>	Manager, Family Day Care	<p><b>Signed in accordance with Deed of Delegation:</b> 1/12/2016</p> <p>X </p> <hr/> <p>Marcus Bosch General Manager, Child, Youth &amp; Family Services Signed by: Marcus Bosch</p>	