

PURPOSE

Clarence Family Day Care recognises the benefits of social media within our society. We also acknowledge that social media has the potential to have damaging consequences if it is abused or treated in a manner that is not professional, breaches confidentiality, infringes on the rights of others, or intimidates individuals or groups.

SCOPE

This policy applies to the approved provider, staff, educators, educator assistants and families of Clarence Family Day Care.

POLICY

The purpose of this policy is to protect the rights and privacy of all stakeholders of Clarence Family Day Care (CFDC) and to create a positive and respectful platform for communication and information sharing

Clarence Family Day Care refers to social media in terms of a variety of activities which are the combination of social interaction and technology, utilising words, images, videos and audio recording, including (but not limited to): Social networking sites such as Facebook, Twitter, Instagram, WhatsApp, TikTok, SnapChat, personal blogs, personal websites, group emails, group SMS and MMS.

Clarence Family Day Care supports the appropriate use of social media as a fundamental tool in fostering and developing positive relationships. Clarence Family Day Care also identifies the need to strictly regulate this, to uphold the rights of children, families, educators, Clarence FDC employees and contractors, and other individuals and groups.

Videos, pictures, comments (whether they are posted on sites that has the message disappear after being open) are to not be derogatory, denigrating, inappropriate, sexualised or inappropriate about or of any person (child or adult) that are or have been part of Clarence Family Day Care.

PROCEDURE

- If educators and employees have personal social networking accounts, that are accessible to clients and potential clients, consideration needs to be given to a professional code of conduct.
- If they wish, educators may create a professional private page, or a business page, representing their family day care on an approved social media platform.
- Facebook groups using the Clarence FDC name are only to be set up by management and managed by current staff of Clarence FDC.
- Educators who have a professional and/or business social media page or group must allow Clarence FDC access to this site/page/group.
- No information or images may be uploaded to, or displayed on the internet or any social media platform, without the express written permission of the child's family or guardians (as per the "child's enrolment or any other written authorisation kept on the child's file).
- Tracking tools and location services should not be turned on to maximise Child Protection and Safety.
- Families or individuals may be tagged in private group settings with high privacy settings in the comments section only of a post.
- Educators may access their approved social media site for documenting, journaling, learning stories or communicating the activities of the day during an appropriate time at the Educator's discretion. Accessing digital devices should not disrupt the child/educator interactions or impact upon child safety or appropriate monitoring strategies.

- Personal social networking should be restricted to break or 'down times' or after/before business hours as appropriate.
- Professionalism must be maintained.
- Privacy and confidentiality must be respected and maintained.
- Disrespectful, defamatory, belittling and intimidating comments or posts either directly or indirectly about or against, individuals, educators or other professionals, Clarence Family Day Care, Families or children or any other individual or company will not be tolerated and may result in further action being taken by the service or legal authorities as appropriate.
- Social media (which has been authorised) can be a wonderful catalyst for building positive relationships and strong and open communication between educators and families and should be utilised as such, however, this must remain professional.
- Any employee or stakeholder who becomes aware of misconduct by any stakeholder on professional, public and/or private social media platforms which misrepresents, is inappropriate, defamatory, offensive or intimidating in nature must immediately notify the Manager and/or Nominated Supervisor of Clarence FDC. Further investigation and action may take place, dependent on the severity and circumstances, may include formal investigation, disciplinary action and/or termination from the service as well as the notification and potential involvement of legal authorities.
- No educator may use any form of media, including social media, to advertise or promote their service prior to registration and the express approval and authorisation of Clarence FDC has been obtained.
- Educators need to be mindful of the children that are identifiable in a photograph including children registered with other Educators when grouping with other services or out on excursions. Permission must be sought from other educators and where possible, families before using or posting photographs to social media that include non-registered children.

Family Members Code of Conduct

- Bullying, defamation, intimidation, abuse, threats and harassment of any sort will not be tolerated, whether it be towards another guardian, a child, the educator, other professional or Clarence FDC employees or contractors. Such action may result in further investigation and/or the immediate cancellation of the family's placement at the service and (dependent on the nature) be referred to legal authorities for further investigation.
- At all times the rights and privacy of others must be respected. Parents/guardians are not to 'tag' or 'share' Family Day Care posts, that contain the images of other children or adults, without the written permission of the Educator or the Service, if is a post made by them.
- Social media, in the scope of Clarence FDC, is intended to be a positive constructive tool used to develop strong relationships and communication. All other correspondence which is deemed inappropriate for this platform, such as complaints and communication of a personal and private nature, is to be conducted through the appropriate channels, such as private conversation, complaints form, in writing, or over the phone.
- Unless you have permission, it is not permitted or acceptable to upload any images or videos which may contain other members of the FDC community either on the premises or approved events onto your own or any other social media platform.

NATIONAL QUALITY FRAMEWORK

EDUCATION AND CARE SERVICES NATIONAL REGULATIONS	NATIONAL QUALITY AREA	NATIONAL QUALITY ELEMENT/STANDARD
161	QA2	2.2.3
	QA5	5.1
	QA6	6.1
	QA7	7.1.2, 7.1.3

REFERENCE & RELATED INFORMATION

- Privacy Act
- National Regulations
- National Quality Standards
- Code of Ethics
- Code of Conduct
- Office of the Children's Guardian NSW – www.kidsguardian.nsw.gov.au