



SOCIAL MEDIA POLICY

OBJECTIVE

At the Rumpus Room we aim to ensure that technology is integrated into children's play, leisure experiences, projects and practices. We support the appropriate use of technology by children and educators and recognise that the children in our care will experience and engage with many forms of electronic media both in and out of the service. Our aim is to encourage all children to use and access information and communication technologies to express ideas, access images and information, and explore diverse perspectives, engaging these tools for designing, drawing, editing, and composing. We believe that any use of social media must not place at risk the safety, health or wellbeing of children, educators, families, visitors at the service or the child care industry.

RELATED DOCUMENTS

New South Wales Legislation

- Privacy and Personal Information Protection Act 1998 (NSW)

Commonwealth Legislation

- Education and Care Services National Regulations; 9 December 2011: Regs 177-184 NQS: QA7 Leadership and Service Management (7.3.1, 7.3.5)
- Children (Education and Care Services National Law Application) Act 2010
- Privacy Act 1988
- Privacy Regulations 2006

Sources

- Australian Children's Education and Care Quality Authority (ACECQA); Guide to the National Quality Standard; October 2011
- Office of the Australian Information Commissioner – www.privacy.gov.au
- Australian Legal Information Institute - www.austlii.edu.au Early Childhood Australia - www.earlychildhoodaustralia.org.au
- Community Child Care Co-operative (NSW.) <http://cccnsw.org.au> Privacy Act 1988 - www.privacy.gov.au/law/act
- Privacy and Personal Information Protection Act 1998 Children and Young Persons (Care and Protection) Act 1998

POLICY STATEMENT:

Definition

Social Media: Interactive platforms and applications through which individuals and communities create and share user-generated content using accessible publishing technologies. Social Media is distinct from industrial media, such as newspapers, films and television. Social Media (sometimes referred to as social networking) are online services and tools used for publishing, sharing and discussing information. The list of social media types is extensive with new



and innovative social media sites being developed almost every day. Staff can determine what social media platform adds value to their particular need. This list is provided as a guide to the types of social media currently available:

- Social networking sites: are websites that allow you to create a personal profile about yourself and then chat and share information with others such as family and friends eg, Facebook, Edmodo, Myspace, LinkedIn, Yammer etc.
- Video, audio and photo sharing websites: are sites that allow you to upload and share videos, sounds and photos which can be viewed/heard by web users the world over eg, Flickr, YouTube, iTunes U, Vimeo, Sound Cloud, Snapchat, Instagram etc.
- Blog: A blog (short for web log) is a kind of online diary, where you regularly post about your life, your hobbies, business, news or other interests. It is a way of having your own space in the virtual world e.g, WordPress, Blogger etc.
- Microblogging apps: are websites that post micro-blog like posts to announce what you are currently doing e.g, Twitter, Yammer, Tumblr etc.
- Location-based apps: (also known as Geolocation) are applications with the capability to detect and record where you and other people are located
- Wikis: are websites where users create, edit and share information about a particular subject or topic e.g, Wikipedia, Wikispaces etc.
- Online gaming: are games played over some form of computer network and are often based around a community of users e.g, Steam
- News aggregation: news aggregators provide a list of the latest news stories published by users from a range of different web sites e.g, Digg
- Ning: an online platform for people and organisations to create custom social networks around specific interests. Ning offers the ability to create an invited closed community website with a customised appearance and feel, feature sets such as forums, blogs, photos, and videos
- Forums or message boards: are online discussion sites where people can hold conversations in the form of posted messages
- Online multiplayer gaming platforms: are multiplayer video games which are capable of supporting hundreds or thousands of players simultaneously and usually feature at least one persistent world (eg, World of Warcraft).
- Instant messaging: sending text or pictures message through mobile data or internet, Short Message Service (SMS),

STRATEGIES AND PROCEDURE:

- All staff are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of the centre, employees, children, families and other supporting agencies.
- Breach of this policy may be dealt with under the centre's disciplinary policy.
- The use of social media platforms, for personal use during work hours is prohibited.
- The service operates a website and a Facebook page and is maintained by management with strict guidelines.
- Staff are encouraged to provide input through meetings and open discussion on content on the website and Facebook page.
- The use of SMS for communication may be used for work purposes only, if this is the best option at the time.



Rules for use of social media

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

- Always write in the first person, identify who you are and what your role is and use the following disclaimer “the views expressed are my own and don’t reflect the views of my employer”
- Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing derogatory, defamatory content or has the potential to bring the service or the school age care sector into disrepute.
- Any members of staff who feels that they have been harassed or bullied, or are offended by material posted or uploaded by a colleague onto social media should inform manager or committee. Follow the services Grievances Policy.
- Never disclose or discuss the service’s, family, staff, children and the communities personal and confidential information.
- Senior staff responsible for updating the service’s website must not post names or recognisable photographs of staff, children, visitors or family members on the website without written permission.
- If any persons notice any content posted on social media about any aspects of the services (whether complementary or critical) please report to the Director
- Serious breaches or the misuse of information of social media can in some circumstances, constitute a criminal offence or can escalate to legal liability against persons or the service.
- Any breaches of this policy will result in an inquiry, which may lead to termination of employment in the case of Staff or termination of child’s placement at the service in case of breaches by families or children.

Children:

- May not have access to social media (networking) sites while at the service.
- Children must take responsibility for any electronic devices they bring from home.
- Electronic devices brought from home must have cameras covered and internet access disabled.
- Children must not use social media to harass or bully others.
- Children must not play electronic games that promote bullying or non age appropriate content.

The Approved Provider will:

- Ensure that the address and telephone number of the Regulatory Authority displayed prominently at the main entrance of the service.
- Advise parents/guardians and any other new members of The Rumpus Room Children’s Centres of the Social Media Policy and procedures upon enrolment.
- Ensure that this policy is available for inspection at the service at all times.

The Nominated Supervisor and Early Childhood Educators/Certified Supervisors will:

- Consider the content and message of movies, television programs, electronic games and other devices and discuss these with children when deciding what is acceptable for them to engage with.
- Only use a personal camera or mobile phone to take photographs or video at the service or during excursions if the images are used for the purpose of completing the day book or evaluations, they are not to be shared through social media sites.
- Not post information about the service, staff, management, families, visitors, or any matters relating to the service on a social media site.



- Any member of staff or committee who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media site should inform the Director and follow the grievances policy.
- Not post photographs or video taken at the service or on an excursion on a social media site.
- Not to use location based apps when working on or off site while at work and with children.
- Staff will not post details on social media site regarding excursions or upcoming social outings in advance of the event.
- Staff will encourage children to discuss matters if they feel are at risk or being bullied through social media.
- Staff are diligent in supervision of children while they play their electronic devices.
- For the purpose of an activity, Staff must supervise children at all times when a child is using the internet. Staff must give guidelines and discuss these with the child before and during the activity. And act promptly if inappropriate content is displayed.

Families will:

- Not use a personal camera or mobile phone to take photographs at the service or during excursions unless they are only taking images of their own child, and that there is no other children in the photo.
- Not post information about the service, staff, management, families or any matters relating to the service on a social media site.
- Not use social media to harass or bully others. If they have an issue they must follow the centre's current Grievances Policy.

Checklist for Staff

- Do not befriend children from the centre on any form of social media or networking sites.
- Contact the Manager if you notice any form of bullying or breaches on social media sites.
- Do not post or like any sites that promote racism, religion, hatred etc or that may be deemed as inappropriate in your role working with children.
- Do not post or comment on any social media sites that may breach the terms of this policy (or your employment)

Policy developed by Kirrilly Craft: 5 July 2016