



## **Social Media and APPS Policy**

### **OBJECTIVE**

For social media to be used by staff in a professional manner that reflects the Rumpus Room ethos and brand.

To protect the privacy and rights of the children, families and staff of the Rumpus Room Children's Centres.

### **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](http://www.privacy.gov.au)
- Australian Legal Information Institute - [www.austlii.edu.au](http://www.austlii.edu.au) Early Childhood Australia - [www.earlychildhoodaustralia.org.au](http://www.earlychildhoodaustralia.org.au)
- Community Child Care Co-operative (NSW.) <http://cccncsw.org.au> Privacy Act 1988 - [www.privacy.gov.au/law/act](http://www.privacy.gov.au/law/act)
- Privacy and Personal Information Protection Act 1998 Children and Young Persons (Care and Protection) Act 1998

### **POLICY STATEMENT:**

- All staff are expected at all times to protect the privacy, confidentiality, and interests of the centre, employees, children, families and other supporting agencies.
- Any breach of this policy may be dealt with under the centre's disciplinary policy.
- The service operates a website, Instagram and Facebook which is maintained by management with strict guidelines.
- Staff are encouraged to provide input through meetings and open discussion on content on the website, Instagram 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.

#### **Children:**

- May not have access to social media (networking) sites while at the service.

#### **The Nominated Supervisor and Early Childhood Educators will:**

Current as of June 2020



- 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.
- 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, evaluations or the centre's social media pages.
- Any member of staff 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 procedure.
- Not use location-based apps when working on or off site while at work and with children.
- Staff will not post specific time and place details on social media site regarding excursions or upcoming social outings in advance of the event.

#### **Families will:**

- Follow the advice of the Centre regarding the use of personal cameras and devices for taking photos of their child whilst attending the Rumpus Room and related activities.
- be encouraged to post positive and supportive information about the Rumpus Room Children's Centres on a social media site to promote our centres.

#### **Checklist for Staff**

- Staff are encouraged not befriend families from the centre on any form of social media or networking sites unless a previous relationship exists outside of the Rumpus Room Children's Centres
- Contact the Director 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).

#### **Guide for staff on the use of social media for the centre**

- Ideally, a post from one of the Rumpus centres is required every 2nd day. Staff should look at the post as a whole to ensure it is aesthetically pleasing and represents the brand well.
- It is a privilege to be a contributor, so offer the position to someone who has this strength and interest. It is suggested to have 3-4 contributors from each centre maximum so that posts look and feel similar. Contributors should listen to others who want to contribute and link them in with contributors so that they learn what is involved in preparation for taking on the role themselves. It is important that all of the team can feel like content creators but that limited people have the final say.
- All pages from a Rumpus Room centre need to have the Crown Logo on their page for consistency.
- Find other pages that attract your attention and ask yourself why you like them? What is it about them that attracted and retained your interest?
- Ensure posts are authentic. When someone visits your service, is it the same as what they see on your pages?
- When selecting a 'filter', try and utilise the first 4 filters which will provide consistency on the grid (Instagram). Consider text, tone and colour. Keep spaces around the photo clear rather than busy.



- Highlights (Instagram & Facebook) should only be exceptional things. Highlights should be good enough quality of Assessment and Rating demonstration or evidence.
- For 'stories' use a minimalist approach and co-ordinate the colour of the writing from the photo, or white.
- Enhance the photo, don't rewrite the photo. Consider the lighting and the quality of the photo. What is going on in the background? Will people who want to critique the photo be looking at a breach of the regulations presenting in the background? Remember that sounds can detract from the post, look through the lens of all possible audience members.
- Describe the learning in a jotting format where possible.
- Consider, what is the key message you are wanting to share?
- Spelling, punctuation & grammar must be checked with another person in the centre, if a spelling, punctuation or grammar is noticed by another contributor, they can edit the post and let the original poster know there was an error.
- Adding music to stories is a great option, particularly if background music provides an emotive response by the viewer.
- Ensure that contributions cover all age groups over a period of time.
- Prior to posting, consider which social media platform it is better suited to. As an example, Facebook is more about information whereas Instagram is more of a 'sneak peek' into the world of Rumpus Room.
- Encourage children's consent prior to posting. Let them know what you're intending to do with the photo if it's age and stage appropriate.

***Policy reviewed June 2020.***

