



## Social Media Policy

The Rumpus Room is committed to providing a child safe environment. The safety and protection of children is our highest priority and we have zero tolerance for any abuse or maltreatment of children.

### **Definition:**

Social Media: Interactive digital platforms and applications through which individuals and communities create and share generated content for publishing, sharing and discussing information.

### **Aims:**

To ensure that our service, children, educators or families are not compromised on social media, and that social media usage complies with the principles set out in our Code of Conduct.

This policy will consider all aspects of the Child Safety Standards NSW with regards to equipping staff with the knowledge, skills and awareness to keep children safe. (Standard 7).

### **Explanation:**

We support the appropriate use of social media by Educators to communicate with families and the community and for the purposes of brand awareness and advertising. We believe that any use of social media must present beautiful images of children and environments and not place at risk the safety, health or wellbeing of children, educators, families, visitors at our centre.

### **Implementation:**

Staff are to comply with this policy to protect the privacy, confidentiality, and interests of the Rumpus Room employees, children, families and other supporting agencies. New staff will be inducted on the appropriate use of social media in representing the Rumpus Room Children's Centres.

Staff are encouraged to provide input through meetings and open discussion regarding possible content for the website and social media platforms.

### **The Rumpus Room Social Media Accounts**

The Rumpus Room has a social media account to communicate and share information with our families and community.



The Approved Provider or Nominated Supervisor will:

- obtain authorisation from a child's parents before posting any photos of their child on-line.
- obtain families' consent to what information will be posted on-line, and how it will be shared.
- ensure personal information about families and children is not posted on-line, including information that could identify them e.g. address.
- set high privacy or security settings on the account and consider whether to restrict access.
- regularly change passwords to the account.
- Implement appropriate measures to ensure the privacy and security of the account.
- activate password protected screen savers on all computers at the Service and ensure all social media users at the centre log off before leaving.
  
- administer the social media page to maintain strict control of the information that is added.
- manage our Service's social media account.
- include specific conditions about social media usage in staff orientation e.g. prohibiting comments about the Service or families/children.
- regularly scan online content related to the Service.

### Personal Social Media Accounts

While personal social media settings can restrict those, who are able to access accounts, social networking sites are by their nature a public form of communication. There is always the potential that personal accounts can be accessed by the public or by "friends of friends". It is therefore extremely important not to post information about the Service, children or families on personal social media accounts.

In relation to their personal social media accounts, the Approved Provider, Nominated Supervisor, educators, staff members and volunteers will not:

- access their social media accounts on any device while educating and caring for children. The use of personal social media platforms during work hours must be confined to personal break times if at all.
- post any photos taken at the service or other information about what happens at the Service.



- post any photos taken at the service or on an excursion. If this occurs families will be contacted immediately and the photos will be deleted
- post any material that is offensive, defamatory, threatening, harassing, bullying, discriminatory or otherwise unlawful.
- post any material that could bring their professional standing into disrepute.
- post any material that could damage the employment relationship, the employer's/Service's reputation or commercial interests, or bring the employer/Service into disrepute.
- post any material that could damage their professional standing.
- pose as a representative of the employer or express views on behalf of the employer.
- use the service logo or email without permission.
- list the employer's name without permission.
- disclose confidential, private or sensitive information.
- publicise workplace disputes.
- Educators, staff and volunteers will not use their personal camera or phones to take photos or video while at the service without permission of the Nominated Supervisor or Approved Provider. These photos will be saved in a Rumpus Room account and deleted from the personal device.

The Approved Provider or Nominated Supervisor will:

- use our Grievance Procedure to investigate any circumstances where an employee or volunteer brings their professional standing into disrepute by posting information on their personal social media account that is offensive, defamatory, threatening, damaging, harassing, bullying, discriminatory or otherwise unlawful. A possible outcome of the investigation for employees is termination of employment.
- use our Grievance Procedure to investigate any circumstances where an employee or volunteer damages the reputation or commercial interests of the Service/employer through material posted on their personal social media account, including material that is confidential, private or sensitive. A possible outcome of the investigation for employees is termination of employment.
- use our Grievance Procedure to investigate any instance where someone working at the Service is defamed, bullied or harassed on social media by a family or community member connected to the Service. Families will not defame, harass or bully any person working at the Service through social media and may face possible termination of their child's place at our service if this occurs.

**This policy links to:**

**Social Media Policy - Last reviewed: 14th September 2021**



#### The Rumpus Room Related Policies / Documents-

Staff Code of Conduct

Staff Induction Checklist

Grievance Procedure

#### Other 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

#### **Resources:**

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://ccccnsw.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

The Office of the Children's Guardian, NSW Government. Child Safety Standards