

Ballina River Street Children’s Centre

Facebook and Social Media Policy

We recognise both the benefits, and challenges, of using Facebook and Social Media (Instagram, etc) in the early childhood setting. This policy has been developed to provide employees, families, volunteers and students with standards of use as they engage in conversations or interactions using Facebook for official, professional and personal use.

National Quality Standard (NQS)

Quality Area 7: Governance and Leadership		
7.1.1	Service philosophy and purposes	A statement of philosophy guides all aspects of the service’s operations
7.1.2	Management Systems	Systems are in place to manage risk and enable the effective management and operation of a quality service
7.1.3	Roles and Responsibilities	Roles and responsibilities are clearly defines, and understood and support effective decision making and operation of the service
7.2	Leadership	Effective leadership builds and promotes a positive organisational culture and professional learning community

Education and Care Services National Regulations

Children (Education and Care Services) National Law NSW	
727	Confidentiality of records kept by approved provider
181-184	Confidentiality and storage of records

PURPOSE

Being part of our Service(BRSCC) entails a position of trust and responsibility. We aim to ensure that our Service(BRSCC), children, teachers, educators or families are not compromised in any form on Facebook or Social Media Sites and that Facebook/Social Media usage complies with our Service’s(BRSCC) philosophy, relevant policies and the code of conduct.

SCOPE

This policy applies to children, families, teachers, educators, staff, management and visitors of the Service(BRSCC).

IMPLEMENTATION

Facebook is a social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.

We recognise that there are many advantages in using Facebook to network within Service(BRSCC) operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate provides stimulation, there are guidelines in place to ensure that our Service(BRSCC) remains open and welcoming for children, families and staff.

Ballina River Street Children's Centre Facebook Account

Our Service(BRSCC) has a Facebook account to converse and share information with our families and community, which is administered by the Nominated Supervisor, Educational Leader and Administration Officer.

Ballina River Street Children's Centre families and staff will have access to the Service(BRSCC) Facebook page. The page is locked as "Privacy type: Closed: Limited public content. Members can see all content."

The intent for our Service(BRSCC) Facebook page is to:

1. Keep in touch with what's happening at the Service(BRSCC), including upcoming and special events.
2. Share your thoughts about programs, policies and procedures.
3. Provide educational purposes to families and employees and not for a personal nature.

Privacy

- Teachers, Educators and Staff must maintain appropriate privacy of families, employees, students, children and volunteers, including when they have obtained permission to publish content publicly.
- Passwords will not be shared without authorisation from management.
- Our Service(BRSCC) will remain up to date with any changes to Facebook, ensuring privacy setting remain up to date.
- Photos will remain private at all times.

The Approved Provider or Nominated Supervisor will:

- Obtain authorisation from a child's parents prior to posting any photos of their child to the page
- Ensure personal information about families, children and staff is not posted on-line
- Ensure high privacy settings on the account
- Ensure all passwords are kept confidential
- Log out of Facebook when not in use and prior to leaving

- Regularly scan online content related to the Service(BRSCC) to ensure appropriateness
- Adhere to our Grievance Policy and Procedures to investigate any occurrences where a person working at the Service(BRSCC) may:
 - Posts photos or information of the Service(BRSCC) or children
 - Defames, harasses or bullies any other person who works at the Service(BRSCC), or is connected to the Service(BRSCC).
- Ensure that any staff or teacher/ educator found guilty of any Facebook misconduct may result in termination of employment.

The Approved Provider, Nominated Supervisor, teachers, educators, staff members, volunteers and students will not:

- Access personal Facebook accounts on any workplace device.
- Access personal Facebook accounts whilst educating and caring for children.
- Post any photos taken of the children enrolled at the service(BRSCC) on their personal Facebook account.
- Vilify, harass or bully any other person who works at the Service(BRSCC), family or community member connected to the Service(BRSCC).
- Post offensive or derogatory comments or information that could bring their professional standing or that of the Service(BRSCC) into disrepute.
- Use their personal camera or phones to take photos or video while at the Service(BRSCC).

Personal Facebook Account

Ballina River Street Children’s Centre does not recommend teachers, educators and staff to add families of the Service(BRSCC) to their personal Facebook, as they will be seen still as a representative of the Service(BRSCC) and held to the Service’s Code of Conduct on all posts to their private wall. It is extremely important not to post information about the Service(BRSCC), children or families on personal social media accounts. Staff members are to use their own personal discretion when adding a family of the Service as a ‘friend’ on Facebook.

Families are asked to respect that staff may have a personal policy on adding families due to their professional philosophy and that the Service(BRSCC) does not recommend staff to have families as friends on their private account.

Educators will adhere to relevant policies, including the code of conduct of the service(BRSCC).

Consequences for inappropriate conduct

For inappropriate conduct to be lawful, there is a need to demonstrate a connection between the behaviour and the employment relationship that:

- Is likely to cause serious damages to the relationship between the employee and employer
- Damages the employer’s interest

- Is incompatible with the employee's duties as employee

Source

- Australian Children's Education & Care Quality Authority. (2014).
- Guide to the Education and Care Services National Law and the Education and Care Services National Regulations 2015.
- ECA Code of Ethics.
- Guide to the National Quality Standard.
- Human Services
www.humanservices.gov.au
- The NSW Work Health and Safety Act 2011
www.workcover.nsw.gov.au/newlegislation2012/ Pages/default.aspx
- Revised National Quality Standards
- Childcare Centre Desktop Policies – www.childcarecenredesktop.com.au

Review

Date Reviewed	Modifications	Next Policy Review Date
January 2018	New Policy created and format changes made and updated references to comply with the revised National Quality Standard	August 2018