

## **SOCIAL MEDIA POLICY**

### **AIM:**

- To provide a platform for carer/educators to promote their service.
- To provide families with opportunities for increased communication with the carer/educators service.
- To help families feel more connected with their child/ren's experiences in care.
- To protect the welfare and privacy of children in care, and their families.
- To assist in forming collaborative partnerships with families and communities.

### **RATIONALE:**

Clarence Family Day Care recognises that social media is a term which encompasses the various activities that integrate technology and social interaction, using the range of words, images, videos and audio. For many, participation in social media technologies is an integral aspect of their professional and social lives which may lead to a blurring of their public and private identities.

The use of social media by carer/educators, either in a professional or personal capacity, has the ability to compromise the privacy, security and reputations of families, other carer/educators, staff and/or the service as a whole. Therefore, individual carer/educators are obliged to:

- Consider the rights of each child and family;
- take responsibility for what they write;
- try to add value to what you are doing and saying;
- respect their audience, both visible and invisible; and
- respect copyright.

The Clarence Family Day Care Social Media Policy outlines appropriate participation in social media communication, examples of social media technology, and situations that may be considered misuse.

This policy includes, but is not limited to, the following specific technologies:

Facebook  
You Tube  
Twitter  
My Space  
Personal Blogs  
Personal Websites  
Group email and SMS messages

### **PROCEDURES:**

Carer/educators registered with Clarence Family Day Care are required to use the following guidelines in their social networking practices.

- Do not engage in any form of social networking whilst supervising children.
- Obtain written authorisation from the parent/guardian of each child in care prior to including any information regarding their child/ren on any social media site. The authorisation should include any restrictions the child's parent/guardian wishes to make and be updated annually.

- Ensure, via privacy settings, that images of children are accessible only to their parent/guardian. If this is not possible, consider posting images of the children's play environment, achievements etc. rather than images of children
- Protect your own privacy and that of all users of the service. Do not post private emails, phone numbers or addresses. Maintain professionalism, honesty and respect at all times.
- Remember that no information sent over the web is totally secure, and as such, if you want to ensure that the information is not made public, refrain from sending it over a social network.
- Apply good judgement to every activity related to your Family Day Care service;  
*Could you be accused of discussing confidential information?  
Are you making negative statements about Clarence Family Day Care, scheme staff, other carer/educators, families and/or children using the service?*
- Have separate social networking accounts for professional and personal/private use. Though carer/educators still need to maintain an appropriate level of professionalism on their private social networking pages, having separate accounts helps reduce the likelihood that a breach of scheme policy or privacy legislation will occur. Be aware that prospective users of the service may access your personal/private social networking pages, so inappropriate comments, language and/or information posted by you may have a negative impact on your service and/or Clarence Family Day Care.
- Use social networking as a way to improve communication and share ideas. Refrain from harassment and making thoughtless or malicious comments.
- Expect candid feedback, and use it to improve your service. Value the feedback and let people know you are listening when they post feedback.
- Use of social media as a communication tool does not replace verbal or written forms of communication.
- If any stakeholder of Clarence Family Day Care becomes aware of social networking activity that may be deemed to be distasteful or lacking good judgement, the scheme manager should be notified.
- Consent to CFDC having access to your Family Day Care social network to allow the scheme to monitor content and provide positive guidance.

On-line communication regarding information that may be deemed inappropriate for uncoordinated public exchange is forbidden.

Any activity which represents a failure to meet these obligations may be determined to be misconduct or serious misconduct, resulting in disciplinary action, including termination of carer/educator registration.