



Jannali East Before and After School Care
Program Incorporated
ABN : 82 641 384 248
Provider Number: 555006 930H
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Social Media Policy

Considerations:

- **National Regulation 73**
(Educational program)

Sourced:

- My Time, Our Place Framework
- National Quality Standards: Quality Areas: 1.1, 2.3, 4.2, 5.1, 6.2 and 7.3

Related Policies & Documentation:

- Confidentiality Policy
- Providing a Child Safe Environment Policy

Policy Statement:

Our Service is committed to ensuring that technology is integrated into children's play, leisure experiences, projects and practices. We support the appropriate use of technologies 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 ('My Time, Our Place' Outcome 5). We believe that any use of social media must not place at risk the safety, health or wellbeing of children, educators, families or visitors at the service ('My Time, Our Place' Outcome 1).

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, television, and film.
- **Social Media may include (although is not limited to):**
 - ❖ Social networking sites (e.g. Facebook, MySpace, Instagram, LinkedIn, Bebo, Yammer)
 - ❖ Video and photo sharing websites (e.g. Flickr, YouTube)
 - ❖ Blogs, including corporate blogs and personal blogs
 - ❖ Blogs hosted by media outlets

- ❖ Micro-blogging (e.g. Twitter)
- ❖ Wikis and online collaborations (e.g. Wikipedia)
- ❖ Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- ❖ Vod and podcasting
- ❖ Online multiplayer gaming platforms (e.g. World of War Craft, Second life)
- ❖ Instant messaging (including SMS)
- ❖ Geo-spatial tagging (Foursquare)

Procedures:

a) Unacceptable use of social media:

- Unacceptable social media behaviour refers to anything on social media that:
 - Has the potential to bring the service or the school age care sector into disrepute.
 - Discloses or discusses the service's confidential information.
 - Could be viewed as derogatory towards, or disparaging of staff, families, management, visitors, children or support agencies.

b) Educators 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.
- Not access a social networking site during working hours at the service via mobile phone or any other device.
- Not use a personal camera or mobile phone to take photographs or video at the service or during excursions.
- Not post information about the service, staff, management, families, visitors, or any matters relating to the service on a social networking site.
- Not post photographs or video taken at the service or on an excursion on a social networking site.
- 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. Staff will also not post details on any social media regarding excursions or upcoming social outings in advance of the event.
- Ensure that pirated DVDs or electronic games must not be used, as this is an illegal activity.
- Ensure that only G and PG ratings are used in the service or on excursions.
- Not be responsible for children's lost games or other equipment.

c) Parents, Family Members and Visitors:

- May 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.
- Must not post information about the service, staff, management, families or any matters relating to the service on a social networking site.
- Ensure that any DVDs or games brought to the service by their children are rated G or PG only.
- Must not use social media to harass or bully others.

d) Children while at the service or on excursions:

- May not access a social networking site.
- May only use electronic media at the times specified by staff. DS games etc. must be G or PG rated only.
- Must leave mobile phones either in school bags or in the office at all times unless specific permission to use the mobile phone has been granted by the educators.
- Children must take responsibility for any electronic devices they bring from home.
- Must not use social media to harass or bully others.

e) Compliance:

- Any breaches of this policy will result in an inquiry, which may lead to termination of employment in the case of educators or termination of child’s placement at the service in case of breaches by families or children.
- Serious breaches may also result in legal action being taken by the service.

Endorsement by the Service:

Considered and accepted by the Management Committee (representative):

Name Signature Date

Considered and accepted by the Staff (representative):

Name Signature Date

Considered and accepted by the Parents (representative):

Name Signature Date

Last Reviewed: January 2014

Next Review: January 2016