

# SOCIAL MEDIA POLICY

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Quality Areas 2, 6 and 7



## PURPOSE

This policy will provide guidelines for:

- the safe and appropriate use of social media, including Facebook and other social networking websites, within the context of Bentleigh West Kindergarten Inc. (BWK).

## POLICY STATEMENT

### 1. VALUES

Bentleigh West Kindergarten Inc. is committed to:

- engaging and communicating with families of children enrolled at the centre as well as prospective families and the local community;
- maintaining the privacy and confidentiality of children attending the kindergarten and their families;
- ensuring the online safety of children and families of children who attend the kindergarten.

### 2. SCOPE

This policy applies to the Committee of Management, staff, parents/guardians who wish to have their children enrolled at Bentleigh West Kindergarten Inc., or have children already enrolled at the kindergarten, their extended families, and volunteers or students undertaking placement at the kindergarten.

### 3. LEGISLATION

The following have been considered –

- Privacy Act 1988 – [www.privacy.gov.au/law/act](http://www.privacy.gov.au/law/act)
- Privacy Amendment (Enhancing Privacy Protection) Act 2012
- Privacy Regulations 2013
- Education and Care Services National Law Act 2010
- Education and Care Services National Regulations 2011
- Early Childhood Australia Code of Ethics
- National Quality Standard, including: *Quality Area 2: Children's Health and Safety, Quality Area 6: Collaborative partnerships with families and communities and Quality Area 7: Governance and leadership*

The most current amendments to listed legislation can be found at:

- Victorian Legislation – Victorian Law Today: <http://www.legislation.vic.gov.au/>
- Commonwealth Legislation – ComLaw: <http://www.comlaw.gov.au/>

## 4. BACKGROUND

The Committee of Management, on behalf of Bentleigh West Kindergarten Inc., established a Facebook page in 2016 to promote the kindergarten to the local community including prospective families, as well as providing an additional form of communication with current families. This policy, along with Bentleigh West Kindergarten Social Media Guidelines (Attachment 1), supports the safe and correct use of the platform.

Social Media platforms that are currently used by BWK (but not be limited to) are:

- Facebook
- Instagram
- WhatsApp
- Zoom meetings

Social media represents a growing form of communication and can play an important role in building and maintaining relationships with families, prospective families and the local community.

However, it is also an area in which rules and boundaries are constantly being tested and we must be mindful of the effects of the use of social media on children and families within our kindergarten community, particularly in relation to privacy and confidentiality. With this in mind, any photos shared on these platforms are to be done with parental permission (of each child shown). Any communication from BWK or its current families via these platforms need to be related to kinder topics only. Also, any grievances need to be addressed directly with those involved, as these platforms are not the forum.

### Related service policies

- *Information and Communication Policy (ICT)*
- *Code of Conduct Policy*
- *Complaints and Grievances Policy*
- *Curriculum Development Policy*
- *Enrolment and Orientation Policy*
- *Governance and Management of the Service Policy*
- *Occupational Health and Safety Policy*
- *Privacy and Confidentiality Policy*
- *Staffing Policy*

## 5. PROCEDURES

Email will remain the primary communication tool between educators/Committee of Management and families on a daily basis. The BWK newsletter is emailed to families on a monthly basis.

The Bentleigh West Kindergarten social media pages will be implemented as an additional means of communication between the service, current families, past families, prospective families and the local community.

The Administrators of the social media pages will be decided by the Committee of Management at the start of the year. This may include the President, Director, Marketing Officer, or Communications Officer. They will need to –

- be familiar with the social media platforms and how they function;
- be familiar with this policy and supporting guidelines (Attachment 1)

- gain parent/guardian consent before posting any image of the children attending the kindergarten;
- have an understanding of the Code of Conduct and accepted ethical/professional behaviours of the kindergarten;
- direct all authority feedback and enquiries to either the Director or associated Committee member;
- understand that images including alcohol or cigarettes are prohibited;
- know when to seek advice from others (e.g. about content of response, how to respond or legal/ethical advice);
- be confident in uploading or linking to files/JPEGs and current events.

The Bentleigh West Kindergarten social media pages must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns or to promote other businesses. However, the page may be used to thank local businesses for their support of the kindergarten.

Any complaints relating to the content of the social media pages or breaches of this policy will be dealt with in accordance with the BWK's Complaints and Grievances policy, where appropriate.

Any person using the social media pages inappropriately may be blocked by Administrators.

Bentleigh West Kindergarten believes that Facebook and other social networking websites are not a private means of communication but can be accessed by the public. As such, BWK cannot be held responsible for confidentiality of anything posted on these platforms.

Parents/guardians, other family members, staff or volunteers posting to social media; must ensure that only their child is included in photos or posts, unless consent is explicitly given by parents/guardians of the other children for their child's photograph to be posted on any social networking websites. Referencing Bentleigh West Kindergarten is discouraged and private profiles of staff members must be for personal use only.

It is not appropriate for staff of Bentleigh West Kindergarten to have contact with parents/guardians through social media websites, including Facebook, unless they have been personal friends before the child/children start at the kindergarten.

## 6. KEY RESPONSIBILITIES

The Committee of Management is responsible for –

- ensuring this policy and attached guidelines are implemented;
- developing and reviewing this policy;
- authorising any changes to this policy;
- monitoring complaints and incidents regarding this policy.

The Administrators of the Social Media platforms for BWK are responsible for –

- regularly reviewing and updating the content of social media pages;
- ensuring the content of social media pages reflects the values and purpose of this policy and philosophy of the kindergarten;
- ensuring the content, including comments, of social media pages adheres to the Kindergarten's code of conduct;
- removing any inappropriate comments or posts.

Parents/guardians are responsible for –

- respecting the rights and confidentiality of other children and their families when using social media pages;
- adhering to the points contained within this policy and the kindergarten's Code of Conduct when using social media pages or linking to the kindergarten in their own social media platforms;
- notifying Committee of Management if there are concerns over a breach of this policy.

## 7. EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider of Bentleigh West Kindergarten Inc. will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness;
- monitor the procedures in relation to this policy;
- keep the policy up to date with current legislation, research, policy and best practice;
- revise the policy and procedures as part of the service's policy review cycle, or as required;
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

## **ATTACHMENTS**

- Attachment 1: Bentleigh West Kindergarten Social Media Guidelines

## **AUTHORISATION**

This policy was adopted by the Approved Provider of Bentleigh West Kindergarten Inc. in December 2022.

REVIEW DATE: DEC 2023- with an update to eSafety for Children Policy

# ATTACHMENT 1

## Bentleigh West Kindergarten Social Media Guidelines

Updated November 2020



### Purpose:

A communication tool for parents, carers and friends within the Bentleigh West Kindergarten community to keep updated on the kinder learning curriculum, important dates and reminders, what's going on in our local community plus exciting social events.

It is a social and information based communication platform.

### Guidelines:

- No images of the children will be used without prior parent/guardian consent
- No images including alcohol or cigarettes to be included from photos taken at BWK social events
- Only pre-selected people (eg President, Director, Marketing Officer, Communications Officer) are the Editors of content
- No-one can post content, they can only comment on approved kinder content
- It is not a platform for parent/guardian complaints or venting
- We have set guidelines in place around profanity / bad language
- Our aim is to build parent connection whilst also promoting the kinder within the local community to aid awareness and future enrolments
- BWK's Social Media Policy must be adhered to at all times

### Suggested posts include:

- Photos of kinder activities, indoor and outdoor
- Updates on the outdoor works project
- Working Bee photos
- The veggie patch
- Dress up days
- Reminders on group kinder incursions / excursions
- Kinder social events and fundraising initiatives
- Kinder educational sessions and parent information nights
- Glen Eira family events (party in the park)
- Glen Eira information sessions (school readiness etc)
- School holiday What's On and Things To Do
- Valuable parent/guardian information on the National Curriculum
- Exciting news to share (births, engagements, teacher birthdays)
- Local Primary School Open Days, dates and times

### Working Facebook Examples:

- Bentleigh Early Child Education Co-operative
- Hampton Community Kindergarten

### Facebook Address:

[www.facebook.com/BentleighWestKinder](http://www.facebook.com/BentleighWestKinder)