



SOCIAL MEDIA POLICY

Mandatory – Quality Area 2

PURPOSE

- To inform and guide the way that all members of the Robert Cochrane Kindergarten community use social media in a way that is consistent with the values and expectations of the kindergarten.

1. VALUES

Robert Cochrane Kindergarten believes in ensuring the safety, privacy and wellbeing of children, their families and our staff/volunteers during an increasing digital age. When used responsibly, social media offers unique communication, collaboration and learning opportunities for all members of the Robert Cochrane kindergarten community. It is incumbent upon all members of the kindergarten community to ensure that their actions in using social media do not have negative implications for the kindergarten or the children.

2. SCOPE

This policy applies to the Approved Provider, Nominated Supervisor, educators, staff, students on placement, volunteers, parents/guardians, children and others attending the programs and activities of Robert Cochrane Kindergarten.

3. DEFINITIONS

The terms defined in this section relate specifically to this policy. For commonly used terms e.g. Approved Provider, Nominated Supervisor, Regulatory Authority etc. refer to the *General Definitions* section of this manual.

Social Media: Websites and applications that enable users to create and share content or to participate in social networking <http://www.oxforddictionaries.com/definition/english/social-media>

Social Networking: The use of dedicated websites and applications to interact with other users, or to find people with similar interests to ones' own.
<http://www.oxforddictionaries.com/definition/english/social-networking>

Social Media Applications or websites relevant to a kindergarten context may include but are not limited to: Facebook, Google+, Instagram, WhatsApp, Messenger

4. SOURCES AND RELATED POLICIES

Related policies

- Code of Conduct Policy*

PROCEDURES

The Approved Provider is responsible for:

- ensuring that a social media policy is developed and implemented at the service

- ensuring that the Nominated Supervisor, educators, staff, students, parents and volunteers at the service are provided with a copy of the *Social Media Policy*
- ensuring that educators are accessing social media platforms in a responsible manner and at appropriate times
- ensuring that other educators are advised not to accept past or current students or parents/guardians as 'friends' on any social media platform
- ensuring that while using social media, educators are not to discuss kindergarten students, families, colleagues or comment on any aspect of the policies or operations of Robert Cochrane Kindergarten

The Nominated Supervisor is responsible for:

- ensuring that the *Social Media Policy* is implemented at the service
- ensuring that educators are accessing social media platforms in a responsible manner and at appropriate times
- ensuring that other educators are advised not to accept past or current students or parents/guardians as 'friends' on any social media platform
- ensuring that while using social media, educators are not to discuss kindergarten students, families, colleagues or comment on any aspect of the policies or operations of Robert Cochrane Kindergarten

Other educators/staff are responsible for:

- reading and complying with this *Social Media Policy*
- accessing social media platforms in a responsible manner and at appropriate times
- not accepting past or current students or parents/guardians as 'friends' on any social media platform
- not discussing kindergarten students, families, colleagues or comment on any aspect of the policies or operations of Robert Cochrane Kindergarten

All parents/guardians are responsible for:

- reading and complying with this *Social Media Policy*
- ensuring that they, along with friends and families do not post on social media any media content that identifies or features any member of the Robert Cochrane kindergarten community (children, staff, parents, etc.) without the explicit permission of the individual or parent/guardian
- not posting false, misleading or offensive information about Robert Cochrane Kindergarten on social media.
- Ensuring that they do not access social media while assisting in classroom activities or while allocated to supervise a child or group of children
- never sharing video, audio or photographs of any member of the Robert Cochrane Kindergarten community without first gaining permission of the individual or parent/guardian.

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider will:

- selectively audit enrolment checklists (for example, annually) to ensure that documentation is current and complete

- regularly seek feedback from everyone affected by the policy regarding its effectiveness
- monitor the implementation, compliance, complaints and incidents 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 following an emergency at the service, to identify any changes required
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

ATTACHMENTS

- NIL

AUTHORISATION

This policy was adopted by the Approved Provider of Robert Cochrane Kindergarten on 6 September 2021

REVIEW DATE: SEPTEMBER 2023