

## SOCIAL MEDIA CODE OF CONDUCT

### AIM

*To ensure educators are using both the Centre's and their own social media sites in a responsible and safe manner that reflects positively on both the Centre and themselves in accordance with DECD policy.*

### IMPLEMENTATION

#### Educators will:

- Refrain from adding parents as 'friends' or 'following them' on social media e.g. Facebook, Twitter. Educators are able to join the same groups or 'like' the same pages.
- Speak positively about children and parents in comments and avoid making comments about their workplace that if seen by colleagues would cause embarrassment or hurt or affect the reputation of the workplace.
- Be held accountable for any actions online which are seen as a threat towards the Centre.
- Ask for advice if needed regarding online harassment or legal obligations.
- Respect the confidentiality policy both at work and outside of work hours.
- Refrain from posting comments or photos that could identify children or families.
- Give out the Centre phone numbers or their work email if parents would like to contact them. Personal numbers and email addresses should remain confidential.

#### Families will:

- Be able to 'like' the Centre's Facebook ([facebook.com/ForbesChildrensCentre](https://facebook.com/ForbesChildrensCentre)) page in order to keep track of events and updates
- Can access the Centre's website ([forbescc.sa.edu.au](http://forbescc.sa.edu.au))
- Be given the site's general email address upon enrolment for correspondence. The work email of specific educators may be given out with their permission.
- Be given the administration mobile number if correspondence via text is required.
- Report grievances appropriately according to DECD and Centre guidelines (found on the Centre's website). Any comments on personal pages that are perceived as threats, harassment or defamation may be subject to investigation.
- Refrain from posting any photos online that were taken at the Centre or on excursions.

#### Leadership will:

- Oversee the use of the Centre's social media including Facebook page and website.
- Ensure educators are aware of their obligations in regards to social media and confidentiality.
- Make themselves available to mediate and advise in regards to grievances and disputes related to social media in accordance with the grievance policy.

#### EVALUATION:

This policy will be seen to be working effectively when:

- Educators/ families are aware of their obligations if using Centre and personal social media
- Confidentiality is maintained and respected in line with the Centre's confidentiality policy

#### National Quality Standards:

**Element 4.2.1** Professional standards guide practice, interactions and relationships.

**Implemented:** March 2014

**Reviewed:** June 2017

**Next Review:** June 2018

**Source:** DECD Social Media Guidelines