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

Leadership will:

- Oversee the use of the Centre's social media including Kidsxap, Facebook page and website.
- Oversee use of Kidsxap by educators and administrative staff to ensure confidentiality and information sharing guidelines are followed.
- Ensure permission is obtained from families before photos of their child are distributed via Kidsxap or on digital forums.
- Ensure educators are aware of their obligations in regards to social media and confidentiality.
- Review social media consent forms on a yearly basis to ensure permissions are current and any new children are covered.
- Make themselves available to mediate and advise in regards to grievances and disputes related to social media in accordance with the grievance policy.

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.
- 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.
- Send photos and information about children to families through secure channels e.g. work email, Kidsxap.
- Only use children's first names in documents shared via Kidsxap and be wary of using other identifying details.
- Check which children have permission for their photo to be used/taken before distributing their image via digital means.
- Inform families if images or documents containing photos of their children are being distributed by other means or accessed by other people than those covered by the 'Use of Kidsxap and Photos' form.

Families will:

- Be able to 'like' the Centre's Facebook (facebook.com/ForbesChildrensCentre) page in order to keep track of events and updates
- Can access the Centre's website (forbescc.sa.edu.au)
- Be given access to Kidsxap upon enrolment.
- 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.
- Refrain from posting any photos online that were taken at the Centre or on excursions.

- 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 sharing photos sent to them via Kidsxap. Photos and messages are sent confidentially to families and families are not permitted to screencap or otherwise share these pictures to personal social media.

Continuity of Learning via Instagram
Due to COVID-19, the Centre will be managing a private Instagram page with learning ideas and prompts provided to families who attend the site.
Leadership will:
- Create and manage the Instagram page, including setting page to private
- Only accept followers who are enrolled at the service and remove them once they leave the service
- Set comments for approval only and monitor comments.
- No follow families back to ensure privacy
- Ensure all content fits with site philosophies and is relevant to the early years. Only learning content will be published, not any photos of children to ensure their privacy.
Families will:
- Email the Centre's general address with their Instagram username once they have followed the page so they can be approved.
- Understand they will be removed from following once they leave the service.
- Abide by the code of conduct above and ensure they are commenting appropriately.
- Follow normal guidelines of communication for urgent queries i.e. email or phone rather than messaging the Instagram page.
- Understand they will not be followed back by the Centre to ensure their privacy.

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 4.2.2 Professional standards guide practice, interactions and relationships.
Implemented: March 2014
Reviewed: June 2020
Next Review: June 2021
Source: DECD Social Media Guidelines

By signing the below you agree to:
- **Follow the above social media code of conduct**
- **Not screencap or share photos sent to you by the Centre**
- **If revoking permission for your child's photo to be take, submit this request in writing**

Name:_____   Date:____/_____/_____

Signature: _____