

SOCIAL MEDIA POLICY

Best practice - Quality Area 6

PURPOSE

Any GELC Social Media account is an open forum where GELC welcomes questions, feedback ideas and comments, and aims to respond to posts, comments and enquires where possible.

To protect the privacy of staff, The GELC COM, families and children personal questions will not be responded to on Social Media.

POLICY STATEMENT

1. VALUES –

GELC will aim to use social media with the intention to inform, promote, educate, and create a connected environment and community for families of children enrolled in GELC and members of the community by providing an interactive forum which encourages the community to collaborate with the service.

2. SCOPE –

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

3. SETTING UP A SOCIAL MEDIA ACCOUNTS

All social media accounts to be opened using reference materials that relate to GELC must first be sought authorisation from by the COM

The Director of GELC will contact the Secretary in writing, requesting that the COM approve the activation of a Social Media account. The COM will add it to the agenda to be discussed at the next general meeting.

The COM will advise at the meeting if the request was successful and recorded in the minutes.

USING SOCIAL MEDIA

The five main principles to guide the Approved Provider and staff in the use of social media are:

- be professional
- be respectful
- ensure privacy
- be accountable
- stay productive

ADMINISTRATION AND MONITORING OF SOCIAL MEDIA ACCOUNTS

Content for any social media accounts will be added and actively monitored by the Director of GELC.

When adding content and monitoring the page the Director is expected to:

- Adhere to GELC codes of conduct, policies and procedures
- Behave with caution, courtesy, honesty and respect
- Comply with relevant laws and regulations
- Reinforce the integrity, reputation and values of GELC.

The following content is not permitted under any circumstances on social media accounts and will be removed immediately by the administrator:

- Abusive, profane or sexual language
- Content not relating to the subject matter of that blog, board, forum or site
- Content which is false or misleading
- Confidential information about staff, COM, children and families
- Copyright or Trade mark protected materials
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation
- Illegal material or materials designed to encourage illegal activity
- Materials that could compromise GELC, employee or safety
- Materials which would breach applicable laws (defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks)
- Material that would offend contemporary standards of taste and decency
- Material which would bring the GELC into disrepute
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Statements which may be considered to be bullying or harassment.

To avoid any doubt about applying the provisions of this policy, the Director is to check with the COM before using social media to communicate. Depending upon the nature of the issue and potential risk, it may also be appropriate to consider seeking legal advice.

Passwords for all social media content will be held and known only by the director 2IC and the COM

POSTING CONTENT ON OR FROM A SOCIAL MEDIA ACCOUNT ADMINISTERED BY GELC FROM A PERSONAL ACCOUNT

By Staff:

Staff are to adhere to all policies that relate to social media though the staff code of conduct and staff handbook any breaches of these documents could lead to disciplinary action.

By the Gumnuts COM

The COM are to adhere to all policies that relate to social media made mention in the code of conduct. Any breach of this document could lead to disciplinary action set out in the Gumnuts Rules.

What could be considered "misuse"

Making mention on social media accounts administered by GELC:

- Abusive, profane or sexual language
- Content which is false or misleading
- Confidential information about staff, COM, children and families
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation
- Materials that could compromise GELC, employee or safety

- Material that would offend contemporary standards of taste and decency
- Material which would bring the GELC into disrepute
- Spam, meaning the distribution of unsolicited bulk electronic messages

4. DEFINITION

Social media is content created by people using highly accessible and scalable publishing technologies. social media is distinct from industrial media, such as newspapers, television, and film. social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information – industrial media generally require significant resources to publish information.

(http://en.wikipedia.org/wiki/social_media)

Social Media may include (although is not limited to):

- social networking sites (e.g. Facebook, MySpace, LinkedIn, Bebo, Yammer)
- video and photo sharing websites (e.g. Flickr, YouTube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- video and podcasting
- online multiplayer gaming platforms (e.g. World of Warcraft, Second life)
- instant messaging (including SMS)
- geo-spatial tagging (Foursquare)

Websites and applications that enable users to create and share content or to participate in social networking.

5. SOURCES AND RELATED POLICIES

Sources

Early Childhood Australia, *Code of Ethics*: www.earlychildhoodaustralia.org.au

The Universal Declaration of Human Rights: www.un.org/en/documents/udhr/

United Nations, *Convention on The Rights of the Child*: www.ohchr.org/english/law/crc.htm

Related Service policies

Code of Conduct

Complaints and Grievances Policy

Interactions with Children Policy

Occupational Health and Safety Policy

Privacy and Confidentiality Policy

Evaluation

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

- 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 as required

- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

ATTACHMENTS

NIL

AUTHORISATION

The policy was adopted by the COM of GELC on 28th July 2017

REVIEW DATE: JULY 2018

This will prompt regular review of the policy to ensure it is up to date. A Policy Review Table such as the one included in this section of the manual can assist. Review dates will also need to be listed in the service's yearly or forward planner. . Some policies, such as fees and enrolments, may need to be reviewed annually.