

10.26 OSHC Service Social Media Guidelines

The service recognises that social media networking sites and other internet applications are effective methods for communicating with families who use the service and are committed to ensuring and promoting safe and positive communications. This policy aims to establish guidelines and procedures for the set-up and ongoing administration of the OSHC social media pages/sites with the intention to ensure all communications are appropriate.



Relevant Laws and other Provisions

The laws and other provisions affecting this policy include:

- *Education and Care Services National Law Act, 2010 and Regulations 2011*
- *Family and Child Guardian Act 2014*
- *Child Protection Act 1999 and Regulations 2000*
- *Privacy Act 1988 and Regulations 2013*
- *Code of Conduct*
- *National Quality Standard, Quality Area 7 – Governance and leadership*
- *Policies: 2.1 – Respect for Children, 2.2 – Statement of Commitment to the Safety and Wellbeing of Children and the Protection of Children from Harm, 2.8 – Anti-bullying, 2.13 – Use of Photographic and Video Images of Children, 2.18 – Cyber-bullying, 8.9 – Employee Code of Conduct, 8.10 – Employee Orientation and Induction, 8.14 – Employee Online Social Networking, 8.22 – Educator Interactions – Professional Boundaries, 9.3 – Communication with Families, 9.4 – Communication with Community, 9.5 – Complaints Handling, 9.8 – Parent conduct. 10.8 – Information Handling (Privacy and Confidentiality), 10.12 – Information Technology.*



Procedures

Definition

'Social Media': refers to any online tools or functions that allow people to communicate via the internet. This includes, but is not limited to, websites and applications such as:

- Social networking sites: Facebook, LinkedIn;
- Video and photo sharing websites: YouTube, Flickr, Story Park, Notebook; and
- Blogging and micro blogging sites: Twitter.

Management Responsibilities

The privacy and confidentiality of families, children, management and employees of the service is of paramount importance therefore the Approved Provider will ensure guidelines are established to monitor all social media communications.

The Approved Provider will authorise the establishment of all service social media communication methods using the following guidelines for administration:

- A maximum of two administrators will be delegated to approve and monitor social media activity;

- Privacy settings will be defined to ensure delegated administrators approve any posts before being made public; and
- Inappropriate posts and comments will be deleted and dealt with in accordance with this policy and procedures.

Management will develop guidelines for educators regarding their participation with families currently connected with the education and care service on social media sites such as Facebook and Twitter (see Policy 8.14 – Staff Online Social Networking)

Information, photographs and/or videos related to educators, children or families will not be disclosed or published on the service social media site without written consent from that individual or their family.

Communication

The service will use social media to support rather than replace already established family communication methods.

The service social media site will be used as a tool for sharing information and program updates with service families and may include (but not be limited to) the following:

- General service notices and reminders;
- Promotion of upcoming service and/or community events;
- Seeking ideas and suggestions on service program and operations;
- Providing important links and information relating to children's health and wellbeing;
- Reaffirming details provided through other family communication sources such as newsletters, notices and flyers; and/or
- Photographs depicting daily events, environment and activities.

Through the Family Handbook, information will be provided with regard to expectations for family communication with the service which may include comments and posts through social media.

Permissions/Authorisations

In giving general consent, families authorise in writing, the sharing and publication of information, photos and/or images of their child, prior to being posted on any social media sites.

Delegated administrators will have discretion to approve/deny access to the service's social media site.

Policy Breach

All grievances and/or complaints in relation to use of the service's social media will be dealt with as per the Complaints Handling Policy (see Policy 9.5).

Misuse of social media can have serious consequences for the Approved Provider, the service, its employees and families, therefore any party that posts negative or defamatory comments on the service's social media sites will be reported to the service administrators.

Continued posting of negative and/or defamatory comments will result in the offending party being blocked from the service's social media accounts.

The Nominated Supervisor/Coordinator is responsible for ensuring adherence to these social media guidelines. This includes undertaking appropriate investigation of any suspected or identified breach. In the event of serious misconduct, procedures as per the relevant service policy will be followed.

References

Department of Education, Training and Employment. (2013). *P&C's Social Media Guide*. Retrieved from P&C's Qld: <http://www.pandcsqld.com.au/documents/2013/11/pc-social-media-guide.pdf>

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