



Social Media Policy

Best Practice QA 7

PURPOSE

This policy will provide guidelines to:

- Establish a standard of behaviour within social media forums for the Approved Provider the employer (Shine Bright EYM), Nominated Supervisor, Teachers, Educators and Shine Bright EYM Staff, Parents and all individuals involved in the programs and activities of Shine Bright EYM
- Reflects the philosophy, beliefs, objectives and values of Shine Bright EYM
- Promotes desirable and appropriate social media behaviours and interactions
- Ensures that all interactions, including social media, across Shine Bright services are respectful, honest, courteous, sensitive, tactful and considerate

VALUES

Shine Bright EYM is committed to:

- Considering the wellbeing of all stakeholders as paramount
- Maintaining a duty of care towards all children at the service
- Providing a safe and secure environment for all at the service
- Respecting the rights of all
- Providing an open, welcoming environment in which everyone's contribution is valued and respected
- Encouraging parents/guardians, volunteers, students and community members to support and participate in the program and activities of each service

SCOPE

This policy applies to the Approved Provider, Nominated Supervisor, Teachers, educators, staff, students on placement, volunteers, parents/guardians and all individuals involved in the programs and activities of Shine Bright EYM.

Introduction

Social Media refers to the connection of people in an online environment, and it has become a key information source for many people. Adhere to Information Privacy Principles Section 14 Privacy Act 1988 and Fair Work Ombudsman – 2008 Workplace Privacy Best Practice Guide.

Social Media includes: (but is not limited to)

- Social networking sites e.g.: Facebook, Instagram
- Video and photo sharing websites e.g.: YouTube, Flickr, StoryPark
- Micro-blogging sites e.g.: Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards e.g.: Whirlpool, Google Groups
- Online encyclopaedias e.g.: Wikipedia
- Any other web sites that allow individual users or companies to post comments to the web

Where Social Media differs from most other forms of traditional media is the ability to engage in true two-way communication and for virtually anyone to participate in and contribute to content.

Shine Bright EYM recognises that most of its employees and families will use or interact with Social Media on a personal level.

With this recognition comes the need for a policy that ensures employees who use Social Media, in a personal capacity or as part of their job, have information to support responsible use where Shine Bright EYM's business is involved, including: its services, its people, its stakeholders and/or other business related individuals or organisations.

This policy covers an employee's use of social media as part of their employment or in a personal capacity, and applies whenever an employee or contractor's use of social media relates to or affects their capacity to perform their role as a Shine Bright EYM employee.

General conditions of use

- Any proposal by the service or Parent Advisory Group for the use of Social Media to engage with an audience or stakeholder will be reviewed by Shine Bright EYM Head Office before it is adopted.
- Shine Bright EYM employees are bound by all our policies, including, *but not limited to*: Code of Conduct, Confidentiality & Privacy Policy, and ECA Code of Ethics along with our Workplace Bullying Policy. The values, personal and professional behaviour required under all of these documents applies to your interactions or engagements within the Social Media space.
- Shine Bright EYM Kindergarten families are also bound by all our policies, including, *but not limited to*: Code of Conduct, Confidentiality & Privacy Policy and Bullying Policy. The values and behaviour required under all of these documents applies to your interactions or engagements within the Social Media space that apply to connections within the Kindergarten community.
- As is the case when speaking to someone face-to-face, over the phone or to a group in a public forum, Shine Bright EYM employees are required to exercise prudence, good judgement, and respect, confidentiality and privacy when using Social Media.
- You are encouraged to contact Shine Bright EYM Head Office if you identify an issue that Shine Bright EYM should be interested in or respond to.
- Any personal social media interactions using Shine Bright EYM's information communication technology assets, whether the interactions relate to Shine Bright EYM or not, are covered by this policy.
- Shine Bright EYM educators are encouraged not to 'friend' family members of currently attending children to any personal social media accounts i.e. Facebook account, Twitter, Instagram and correspondence should be directly through the service contacts not personal social media accounts.

Remember that nothing is temporary online. The virtual world is full of opportunities to interact and share with people around the world. It's also a place where nothing is temporary and there are no "take-backs." A lot of what you do and say online can be retrieved, even if you delete it — and it's a breeze for others to copy, save, and forward your information.

Personal Social Media use

Commenting within Social Media is equivalent to commenting publicly on radio, television or at a public speaking engagement.

As a member of the community, you have the right to make public comment and enter into public debate on political and social issues. There are circumstances, however, in which public comment is inappropriate unless you are specifically authorised by Shine Bright EYM Head Office.

These include circumstances where:

- The implication that the public comment, although made in a private capacity, is in some way an official comment on Shine Bright EYM activity or programs
- You are directly involved in advising or directing the implementation or administration of policy and the public comment would compromise your ability to do so.

Outside of these circumstances, if you comment or write about Shine Bright EYM as an employee, family member, or individual connected to a Shine Bright EYM service, observe the following guidelines:

- If your online profile in some way identifies you as a Shine Bright EYM employee, or a family member or individual connected to a Shine Bright EYM service, you should comply with this policy. It is recommended that you remove any reference to your employment at or connection with Shine Bright EYM from your personal social networks.
- Make it clear that your comments are being made on your own behalf, not on behalf of Shine Bright EYM. You should not imply that you are authorised to speak on Shine Bright EYM's behalf and you must use a disclaimer. For example, "The views expressed in this post are my personal views only and do not necessarily reflect the views of Shine Bright EYM".
- Do not use your Shine Bright EYM email address to publish comments or engage socially online. The identification of a Shine Bright EYM email address linked to content online implies you are authorised to speak on Shine Bright EYM's behalf.
- Any online Social Media engagement should not compromise or interfere with your relationships or your work for Shine Bright EYM.
- Do not disclose or comment on any private, confidential or secure information. You must not publish private contact details or other personal or health information relating to any individual child or family. You must not post/identify photos or images taken of any children or individuals (outside of your personal family without prior written consent) while in attendance at a Shine Bright EYM service or related event such as an excursion or service family events.
- Ensure comments are respectful of the community in which you are interacting online.
- Do not post, or respond to, any inappropriate content (material that is offensive, obscene, defamatory, harassing, threatening, discriminatory, intimidating or otherwise inappropriate). Engagement in any such behaviour is a breach of our Code of Conduct.
- When accessing social media at work, you must do so in accordance with Shine Bright EYM's IT Policy (If applicable), which includes access and use of email and internet.
- It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including Shine Bright EYM's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
- If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

Be aware of your association with Shine Bright EYM in your online social networks. It's recommended that you remove any reference to your employment at or contract with Shine Bright EYM from your personal social networks, and it's also good practice to make sure your profile content is consistent with Shine Bright EYM's values

Reporting inappropriate use

If you notice inappropriate content relating to Shine Bright EYM and/or its employees, stakeholders, family member, or individual connected to a Shine Bright EYM service (including bullying, inaccurate, private, confidential or classified information), you should report the incidents to Shine Bright EYM Head Office.

Enforcement

Policy violation by employees will be subject to disciplinary action, up to and including termination.

Violation by family members or individuals connected to a Shine Bright EYM service, will be subject to possible termination of enrolment and/or legal action.

Related Service policies

Code of Conduct

Complaints and Grievances Policy

Interactions with Children Policy

Occupational Health and Safety Policy

Privacy and Confidentiality Policy

Staffing Policy

Workplace Bullying

Sources

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

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

Victoria Legal Aid: www.legalaid.vic.gov.au

United Nations, *Convention on The Rights of the Child*: www2.ohchr.org/english/law/crc.htm

Attachments

- Attachment 1: [Parent/Guardian Authority to Share Child Images via Social Media](#)

Other documents to reference

- Information Privacy Principles Section 14 Privacy Act 1988 <https://www.oaic.gov.au/>
- Fair Work Ombudsman – 2008 Workplace Privacy Best Practice Guide <https://www.fairwork.gov.au/>

Authorisation

The Approved Provider Shine Bright EYM adopted this policy on 28/7/21

Reviewed Date: July 2024