

Elizabeth O'Grady Kindergarten Policies & Procedures

10 Charles Sturt Ave Grange SA 5022, 8356 8035

Social Media Policy

RATIONALE

"Social media (also referred to as social networking) refers to a range of online services and tools used for publishing, sharing and promoting interaction and dialogue

Social media can be a very effective tool for communication and relationship building with your community or stakeholders." (DfE Social Media guideline 2018)

At Elizabeth O'Grady Kindergarten we recognise the need to provide our community with a range of options for finding out what is happening at our kindergarten.

The educators at Elizabeth O'Grady Kindergarten recognise that we have a duty of care for the wellbeing of the children in our care. We need to be aware of our legal and ethical obligations before posting onto social media platforms.

OBJECTIVES

By engaging in social media, we aim to:

- Provide current and possible future families with a way to connect to information about the kindergarten so that they can get a feel for our culture; i.e. what we believe is important in early childhood development.
- Provide current families with an additional way to access information about events being held at kindergarten. This will not replace any other methods of communication- parent notice board, emails to families and notes placed in children's notice file.
- Provide the kindergarten with a fast way to contact families; i.e. if help is needed for an excursion, bringing boxes for making etc.

PROCEDURES

Contact:

- Families and community members will find a link to our Facebook page on our website: www.elizogradykgn.sa.edu.au.
- The address for our Facebook page is: www.facebook.com/elizabethogradykindergarten

Administration:

- The Governing Council recommended that Social Media be administered by the director in the first instance with additional staff members to have full access as administrators.
- The administrators of the Facebook page will be the only people able to upload any content.
- Our current administrators are Kellie Holbrook, Tim O'Loughlin, Kylie Stevens and Danielle Linke.
- To protect individuals and minimise the possibility of inappropriate material being linked to our Facebook page, administrators will not follow/friend from our kindergarten page.
- Administration will be reviewed annually.

Content:

- Content may include photos (only where no individual children/parents/carers can be identified), coming events, reminders to families, notes about our program, health and safety information (where relevant) and policy information.
- Items that would normally appear in our weekly newsletter will be uploaded as an individual post.
- Occasionally the administrators may upload a link to reading that is in line with early childhood pedagogy guided by the principles of the Early Years Learning Framework. The administrators will

monitor these links to ensure they continue to relate only to the subject matter that was originally posted.

- Comments on our Social Media page will be regularly monitored to ensure they are appropriate. Inappropriate comments will be deleted by the administrators.
- For safety reasons, content will not include dates with a location of excursions.

Access:

- Governing Council decided that access to our Social Media page would not be restricted. This would
 - Enable easy access for all family members.
 - Lessen the workload for administrators who would not need to monitor requests for access and then begin a new access group each year when new children begin kindergarten.

References:

DfE Social Media Guideline published 10/05/2021

Concluding statement

This policy will be reviewed and evaluated regularly by both staff and the Governing Council and modified as required to ensure continued relevance for the Centre.

This policy was endorsed by the Governing Council on 21/10/2021

Director: Kellie Holbrook

Chairperson: Carolyn Rainsford

Review date: Term 2/ 2024

