

Social Media Policy

Rationale

Lockleys Children's Centre promotes the safe use of Information and Communication Technologies (ICT) to provide a rich learning environment for our children and to model the use of social media in a socially responsible way. At Lockleys Children's Centre we use internal and external communications and social media to:

- Communicate with parents and caregivers
- Document and share information in relation to children's development and parenting
- Help our families create treasured memories through photographs and videos
- Engage with our community and build networks
- Promote our Centre and programs within the local and broader community

Currently Lockleys Children's Centre uses various communication and social media platforms including our website, Facebook, Instagram and Seesaw. Other applications may be added in the future to meet the community's changing needs. The centre also photographs and videos special events held at the centre and distributes them to families.

Should the centre wish to use identifying images of a child or children externally such as for the Children's Centre website and social media accounts, specific permission will be sought on each occasion.

This Policy outlines the requirements to ensure the provision of safe, respectful, and appropriate photography, video and social media practices that ensures the privacy of all children. It covers our requirement to minimise risks to all children's safety. This policy applies to staff, volunteers, contractors, children and their parents/caregivers, and all visitors to the Children's Centre.

Roles and Responsibilities

The Director will:

- Ensure parent consent is obtained prior to using children's images, video, voice and/ creative work (see Appendix 1)
- Monitor the use of all social media to ensure content is appropriate and responses are timely
- Initiate positive conversations and promote interactions and engagement amongst family and community members
- Maintain contact with group members
- Remove any posts or contributions that contain offensive, defamatory or other inappropriate content

Staff will ensure the following:

- when setting up and maintaining social media, all staff will adhere to the [acceptable use policies for schools, preschools and children's services sites standard \(PDF, 161.8 KB\)](#) and [ICT security standard \(PDF, 294.8 KB\)](#).
- all material published is respectful of all individuals, the department and the specific social media site and does not breach the [Code of Ethics for the South Australian Public Sector](#)
- the privacy of children, families and staff is respected at all times and published material does not breach confidentiality guidelines
- no identifying images of children are used on the Children's Centre website or social media accounts unless explicit consent has been given by the parent/caregiver (see Appendix 1)
- all promotional material is approved by the Children's Centre Director

Parents/Caregivers are asked to:

- provide consent to use their child's image, video, voice and/or creative work as per Appendix 1
- use our social media platforms responsibly
- not intentionally take photographs or videos of children at the centre other than their own
- not post photos or videos containing images of children at our centre (other than your own) to any social media, website or via email
- report any details of content on our social media pages that may violate community standards
- tell us about activities or sites that would be of benefit to the wider community

References

Acceptable use policies for schools, preschools and children's services' sites standard

<https://edi.sa.edu.au/library/document-library/controlled-guidelines/acceptable-use-policies-schools-preschools-childrens-services-sites-standard.pdf>

The Code of Ethics for the South Australian Public Sector

<https://publicsector.sa.gov.au/policies-standards/code-of-ethics/>

ICT Security Standard

<https://edi.sa.edu.au/library/document-library/controlled-standards/ict-security-standard.pdf>

NQF: Quality Area 7 – Governance and Leadership

<https://www.acecqa.gov.au/nqf/national-quality-standard/quality-area-7-governance-and-leadership>

Social media for schools and preschools policy

<https://edi.sa.edu.au/library/document-library/controlled-policies/social-media-for-schools-and-preschools-policy>

Social media guideline

<https://edi.sa.edu.au/library/document-library/controlled-guidelines/social-media-guideline>

Appendix 1

CONSENT TO USE IMAGE, VIDEO, VOICE AND/OR CREATIVE WORK OF CHILDREN

Lockleys Children's Centre promotes the safe use of Information and Communication Technologies (ICT) to provide a rich learning environment for our children and to engage and communicate with our families and community.

Lockleys Children's Centre develops teaching, learning, communication and promotional material and uses them in print, digitally on websites, social media accounts and on the See Saw communication app.

This consent form should be read in conjunction with the Children's Centre's Social Media Policy.

I **DO / DO NOT** (please strike whichever does not apply) grant permission for Lockleys Children's Centre to create:

- Photographs, videos and/or audio recordings of my child
- Samples of my child's work

and to use them in the following manner:

- Printed publications used internally in the centre such as newsletters, learning displays, children's learning portfolios and statement of learning reports
- Sharing information and individual and group photographs via the See Saw communication app.

By completing and returning this form, I understand that:

- I am welcome to photograph or record my own child at the centre and when engaging in Children's Centre activities offsite
- I will not intentionally take photographs or videos of children other than my own.
- Specific permission will be sought to use of identifying images of my child for the Children's Centre website and social media accounts

This permission will continue until the end of my child's preschool year unless I revoke permission in writing to the Children's Centre Director.

Signatures

Name of child: _____

(full name – please print)

Parent/guardian signatures: _____

(parent/guardian signature)

(parent/guardian signature)

Name of Parent/guardian _____

(full name – please print)

(full name – please print)

Date: _____