

**SOMERTON PARK KINDERGARTEN**  
3 Grantham Rd, Somerton Park 5044  
Ph: 8296 1503  
E-mail: [dl.5669.director@schools.sa.edu.au](mailto:dl.5669.director@schools.sa.edu.au)



## **Somerton Park Kindergarten Facebook Policy**

### **Rationale**

"Social media can improve both communication with parents and carers, and learning and development for children and young people." (Department for Education, Social Media Guideline 2019)

At Somerton Park Kindergarten we recognise the need to provide our community with a range of options for connecting with our kindergarten and finding out what is happening.

At Somerton Park Kindergarten we believe there is a place for the use of social media to share information about the kindergarten and its educational programs with families, through the use of a 'closed' Facebook group for parents and carers currently enrolled at the kindergarten.

The educators at Somerton Park 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 our Facebook group.

### **Objectives**

By having a closed Facebook group, we aim to:

- Provide current families with another way to access information about events being held at kindergarten. Our Facebook group will not replace any current methods of communication.
- Provide the kindergarten with a fast and efficient way to contact families; i.e. If help is needed for an excursion, bringing boxes for making, etc.
- Provide current families with a way to connect to information about the kindergarten, along with making connections with other families, and therefore strengthening our community.

### **Procedures**

A closed group will be set up for each intake of children, commencing at the beginning of Term 3 and ceasing at the end of the summer holidays as the children start school.

The following conditions will be put in place to ensure the privacy, dignity and rights of the service, children, educators and families:

#### **Administration:**

- The Governing Council recommended that the Facebook group be administered by the Director in the first instance, with an additional staff member to have full access as administrators.
- To protect individuals and minimise the possibility of inappropriate material being linked to our Facebook group, administrators will not follow/friend from our kindergarten group.
- Administrators will be familiar with Facebook and how it functions;
- Understand the Code of Ethics for the South Australian Public Sector and accepted/professional behaviours of the kindergarten;
- Have the authority to respond to feedback and enquiries;
- Know when to seek advice from others (e.g. regarding content of response, how to respond or legal/ethical advice);
- Know when to escalate the matter to the Director for response
- Be confident in uploading or linking to files.
- Administration will be reviewed annually.

#### Access:

- Governing Council 2019 decided that access to our Facebook group will be restricted to only parents and carers whose children are currently at the kindergarten.
- All users (all people accessing our closed group) interacting with the Somerton Park Kindergarten Facebook closed group, must do so using a Facebook account that clearly identifies them by their real name. They must be parent and/or carers of a child in their current year of kindergarten. Each member will need to accept the terms and conditions of the closed group before they will be joined to the group.

#### Content:

- Content will include occasional photos (only where no individual children 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 and practices 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.
- Only children's first names will appear in our closed group.
- Photos of identifiable children will not be uploaded into our closed group without prior consent.
- The closed group must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns or to promote other businesses; however our closed group may be used to thank local businesses for their support of the preschool.

#### Whilst using our closed group, users are expected to ensure that they:

- Respect the rights and confidentiality of others;
- Do not impersonate or falsely represent another person;
- Do not bully, intimidate, abuse, harass or threaten others;
- Do not make defamatory comments;
- Do not use offensive or threatening language or resort to personal abuse towards each other or members of Somerton Park Kindergarten community;
- Do not post content that is hateful, threatening, pornographic or incites violence against others;
- Do not harm the reputation and good standing of Somerton Park Kindergarten or those within its community;
- Respect others rights to privacy by not uploading any films or photographs taken of the Kindergarten community during approved Kindy events; with the exception being of film or photographs of your own personal child/ren and not containing any other members of the Kindergarten community.
- Users who are deemed to be using our closed group inappropriately, particularly in the above mentioned ways, will be blocked by administrators.

#### **Breach of this Policy**

All reports of cyber bullying and other technology misuses will be investigated fully and may result in a notification to Police or appropriate governing bodies where the Kindergarten is obliged to do so. Users must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by Police over which the preschool has no control.

Any concerns or suspicions over the breach of this policy should be brought to the immediate attention of an administrator of our closed group either via email, telephone or conversation in person and not be addressed on the site and will be dealt with at the discretion of the management committee.

#### References

DfE Social Media Guidelines published January 2019

#### 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 5/11/2019

Director: Emily Wilkins

Chairperson: Sarah Ventress

Review date: Term 4, 2023

Amendment:

Previously:

"A closed group will be set up for each intake of children, commencing at the beginning of Term 3 and ceasing at the end of the summer holidays as the children start school."

Amended to:

"A closed group will be set up for each intake of children, commencing at the beginning of Term 4 and ceasing at the end of the summer holidays as the children start school."

Amended endorsed by: Director \_\_\_\_\_ Chairperson \_\_\_\_\_