Social media policy

Rationale:

Torrensville Preschool 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 Torrensville Preschool 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 Preschool day
- Help our families create treasured memories through photographs and videos
- Promote our Centre and programs within our local and broader community

To communicate with our families and wider community, currently Torrensville Preschool Centre uses our website, and Class Dojo. 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 via the Class Dojo app.

Should our Preschool wish to use identifying images of a child or children externally such as for the Class Dojo app or for a presentation outside of our Preschool, 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 and families. 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 our Preschool.

Roles and Responsibilities:

The Director will:

- Ensure parent consent is obtained prior to using children's images, video, voice and/creative work.
- 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 <u>acceptable use policies for schools, preschools and children's services sites standard</u> and <u>ICT security standard</u>
- All material published is respectful of all individuals, the department and the specific social media site and does not breach the <u>Code of ethics for the South Australian Public Sector</u>
- 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 sites webpage or social media accounts unless explicit consent has been given by the parent/caregiver
- All promotional material is approved by the Preschool Director

Parents/Caregivers are asked to:

- Provide consent to use their child's image, video, voice and/or creative work when requested
- 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 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/documents-library/controlled-guidelines/acceptable -use-policies-schools-preschools-childrens-services-sites-standards.pdf

The code of ethics for the 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/documents-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

Review:

Governing Council Chairperson   **Director**   **Date:**

Government of South Australia
Department for Education