SOCIAL MEDIA AND NETWORKING

Settlers Farm OSHC acknowledges the relevance and importance of social media and networking as a modern, common and effective tool for communicating and relationship building with the community and its stakeholders. There are a number of potential issues around its use and the service employs measures to ensure the risk of social networking being used improperly are minimised. Social media and networking will be used in conjunction with other forms of communication to families, and will not replace the processes we currently use.

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 dialogues. Social media can improve both communication with parents/carers and learning and development for children and young people *(see appendix 35, DfE Social Media Guidelines).*

Procedure:
Service
- Only families who have an active enrolment with the service, or educators who currently work at the service are eligible for membership to the service's Facebook page.
- No photos will be posted on the service's Facebook page that can be used to identify children or families.
- If a person posts content that requires removal or is inappropriate (see below for definitions), the service reserves the right to revoke that person's membership of the Facebook page – the Director or nominee is responsible for ensuring this occurs.
- The service will promote our page throughout the service however will not seek out families to become members of the page.
- Content that is posted by Settlers Farm OSHC must be approved by the Director before being posted.
- The service will not initiate conversations with families using the private message function. Where families contact the service using this function they will be responded to in a single message and not be engaged in a conversation. They will be informed that this function is not used by the service and future conversation needs to be conducted through other forms.
- The service's page will not 'comment', 'like' or 'share' content posted on a member's personal page. This does not include comments posted on the service's 'wall'.
- Content that will be removed includes:
  - abusive, offensive in nature or contains offensive language.
  - Bullying, harassing, defaming or giving offence to other people.
  - contains personal and/or cultural attacks or insults.
  - promotes hate of any kind.
  - potentially libellous or defamatory.
  - off-topic or spam.
  - plagiarised material.
  - commercial content.
  - unauthorised copyright material.
  - detrimental in any way. *(see appendix 35)*
- Inappropriate content is that which could be seen as:
  - pornographic, obscene or offensive.

- harassment (racial, religious, sexual orientation physical characteristics, gender, ability, disability, economic status)
- impersonating by using another person's online profile to access social networking.
- intimidation or threatening behaviour. *(see appendix 35)*

Educators
- The service will educate its educators on the benefits and risks of using social networking.
- The service promotes and recommends educators to follow the guidelines for personal use of social networking as stated in the DfE document 'Social Media Guidelines' (*see appendix 35*). Some of these guidelines regarding use of social media are listed below:
  - They need to consider the information and images of them available on their sites and are confident that these represent them in a light acceptable to their role in working with children and young people.
  - They do not have children or young people in their education community as 'friends' on their personal/private sites.
  - Comments on their site about their workplace, work colleagues or children or young people, if published, would not cause hurt or embarrassment to others, risk claims of libel, or harm the reputation of the workplace, their colleagues or children and young people
- The internet does not provide the privacy or control assumed by many users. Staff must appreciate that no matter what protections they place around access to their personal sites their digital postings are still at risk of reaching an unintended audience and being used in ways that could complicate or threaten their employment. *(see appendix 35)*
- Educators must not post content of a confidential nature on the service's Facebook 'wall' or private staff 'group', whether that be concerning children, families, the service, other educators or themselves.
- Breaches in professional boundaries or where there is a concern of a child protection issue must be reported immediately to the Director and documented.

NATIONAL QUALITY STANDARD

QUALITY AREA 7: GOVERNANCE AND LEADERSHIP		
7.1.1	Service philosophy and purposes	A statement of philosophy guides all aspects of the service's operations
7.1.2	Management Systems	Systems are in place to manage risk and enable the effective management and operation of a quality service
7.1.3	Roles and Responsibilities	Roles and responsibilities are clearly defined and understood and support effective decision making and operation of the service
7.2	Leadership	Effective leadership builds and promotes a positive organisational culture and professional learning community

EDUCATION AND CARE SERVICES NATIONAL REGULATIONS	
84	Awareness of child protection law
181	Confidentiality and storage of records
183	Storage of records and other documents

Policy reviewed	Previous modifications	Next review date
March 2021	No changes	2022