



SOCIAL MEDIA POLICY

NQS

QA4	4.2.2	Professional standards – professional standards guide practice, interactions and relationships
QA5	5.1.2	Dignity and rights of the Child – The dignity and rights of every child are maintained
QA6	6.1.2	Parent views are respected – The expertise, culture, values and beliefs of families are respected, and families share in decision-making about their child's learning and wellbeing
QA7	7.1.2	Management systems – Systems are in place to manage risk and enable the effective management and operation of a quality service.

National Regulations

Regs	181	Confidentiality of records kept by approved provider
	181-184	Confidentiality and storage of records

Aim

Keithcot Farm Children's Centre and Keithcot Farm Children's Centre Childcare Inc have a moral and legal responsibility to ensure that all children are safe whilst in their care. The use of social media and photographs is widely used within the community, and we are committed to maintaining the privacy and confidentiality of children and the families attending our Centre.

Implementation

Social networking websites can be defined as a tool used to socialise or communicate. These include but are not limited to Facebook, Instagram, ClassDojo and also includes usage on any device such as the internet, mobile phone or tablet/iPad.

The Centre's website has been established to inform the public about the services provided at Keithcot Farm Children's Centre.

The Centre Facebook page has been established to:

- Share information and events in relation to the Children's Centre and Community Development.
- Increase public awareness of our Centre.

The Centre has a Class Dojo account with access limited to parents/caregivers and Educators. Caregivers/Guardians of children currently enrolled will be the only members permitted to join in addition to our Centre educators.

The Centre ClassDojo account has been established to:

- Engage with caregivers/guardians in on-line communication.
- Share information, events and conversations relevant to our Centre.
- Communicate children's learning with families.



While personal social media settings can restrict those able to access the content of their accounts, social networking sites are by their nature a public forum.

Guidelines for Caregivers/Guardians

Keithcot Farm Children's Centre requests that families observe the following guidelines when referring to our Centre, its programmes or activities, its families, and children, and/or employees:

- As a caregiver/guardian, you have the right to consent and post your child's photo's online, however: any images or videos of children whom you are not the parent/guardian must not be posted on social media, reproduced/printed, or emailed without the consent of those within the image. (This includes employees of Keithcot Fam Children's Centre/Childcare Inc.)
Some families feel very strongly about their child appearing on any form of social media or in others personal photos. We ask that you respect their privacy.
- Photos and comments posted on ClassDojo are not to be shared online.
- Learning Experiences documented within your child's portfolio must not be reproduced or shared when it contains images of a child other than your own.
- Grievances and complaints must not be communicated via social media or apps. Please speak to the Director/Assistant Director either in person, via phone or via email.

Guidelines for employees

Keithcot Farm Children's Centre requests that Employees and volunteers observe the following guidelines when referring to our Centre, its programmes or activities, its families, and children, and/or other employees:

Employees and volunteers will not:

- Use their personal camera or phones to take photos or videos at the Service.

In relation to personal social media accounts, employees and volunteers will not:

- Access their social media account on any device whilst educating and caring for children.
- Send or accept "friend requests" from caregivers/guardians or extended family members that have children enrolled in the Service.
- No longer maintain already established social media connections with families enrolled in the service.
- Post any photos of children enrolled at the Service or other employees.
- Post anything that could damage the Services reputation or their own professional standing.
- Refer to names of children, families, or colleagues in reference to comments on their place of work without prior consent.
- Disclose confidential, private or sensitive information.

NB Any employee found to be in violation of any portion of this policy could be subject to immediate disciplinary action.

Service Social Networking Accounts

Our social networking sites are used to communicate and share information with families and the community.

Before uploading information to these sites, the following guidelines must be adhered to:

- A Department for Education Media Consent form must be signed by the caregiver/guardian.
- Where a photograph contains more than one image, each child must have a signed consent form.
- Images of children on a site must not include any names identifying them and care must be taken not to reveal personal information.
- Appropriate measures must be implemented to ensure the privacy and security of the accounts.
- The Director will regularly review information which is being uploaded to ensure the above measures are being adhered to and will investigate any circumstances breaking the guidelines.
- The Director will contact Police and other relevant authorities if any laws are broken.

Incident Management

Any breaches of this policy must be reported immediately to the Director.

If you require further information or are concerned about any aspect of this policy, please speak to the Director.

Review

This policy will be reviewed annually by:

- Management
- Employees
- Governing Council & Management Committee
- Interested parties including families

Media Policy Acknowledgment Form

By signing below, I acknowledge that I have read, understood, and agree to the terms outlined in the Media Policy of Keithcot Farm Children's Centre.

For Caregivers/Guardian:

Child's Name: _____

Parent/Guardian Name: _____

Signature: _____

Date: _____

For Staff:

Staff Name: _____

Position: _____

Signature: _____

Date: _____

To be reviewed: September 2025

Sources:

- Australian Children's Education & Care Quality Authority (ACECQA) - National Quality Standard
<https://www.acecqa.gov.au/nqf/national-quality-standard>
- Australian Children's Education & Care Quality Authority (ACECQA) - Guide to the National Quality Framework
<https://www.acecqa.gov.au/nqf/about/guide>
- Australian Government Department of Education - Child Care Provider Handbook
<https://www.dese.gov.au/child-care-provider-handbook>
- Office of the Australian Information Commissioner (OAIC) - Privacy Guidelines for Social Media
<https://www.oaic.gov.au/privacy/privacy-guidance-for-social-media>
- Australian Institute of Family Studies - Child Safety in the Digital World
<https://aifs.gov.au/resources/policy-and-practice-papers/child-safety-digital-world>
- eSafety Commissioner - Social Media and Children
<https://www.esafety.gov.au/parents/children-under-5/social-media>

