

POLICY/PROCEDURE NAME & REVIEW PROCESS	SOCIAL MEDIA POLICY This policy and procedure has been created to provide all stakeholders with clear guidelines and transparency to our practices and procedures. We welcome feedback and input from all stakeholders at any time and this policy is subject to review based on feedback or due date of annual review.
NATIONAL QUALITY STANDARD	QUALITY AREA 7 GOVERNANCE AND LEADERSHIP 7.1 GOVERNANCE 7.1.1 Service philosophy and purpose. 7.1.2 Management systems. 7.1.3 Roles and responsibilities.
NATIONAL LAW AND REGULATIONS	170-Policies and procedures to be followed 171-Policies and procedures to be kept available 172- Notification of change to policies or procedures
RELATED POLICIES and RECORDS	<ul style="list-style-type: none"> Code of conduct declaration Enrolment record Media alert record National Model Code Policy
SCOPE OF POLICY	This policy applies to all children, educators, families, management, students, volunteers, and visitors at our service.
AIM OF POLICY	To ensure that our service has strong guidelines, procedures, and practices in place regarding social media etiquette for all educators and families to abide by in order to support childrens safety, wellbeing, and protection. Our aim is to provide a clear policy, implement the policy, support practices relating to the policy, train staff regarding the policy and maintain and update the compliance of the policy for all our stakeholders.
SERVICE IMPLEMENTATION	<p>Implementation</p> <p>Whilst we recognise that social media is a natural way of the world these days, we are also aware of our obligation to protect families, children and educators that attend the service against the misuse of social media.</p> <p>Privacy Laws</p> <p>There are Commonwealth privacy laws relevant to the unauthorised production and publication of a person's image through the <i>Privacy Act 1988</i> (Cth). These laws regulate the publication of personal information that conveys the identity of a person or allows their identity to be determined. Under the <i>Privacy Act 1988</i> (Cth) section 6, "personal information" refers to:</p> <p>Information or an opinion (including information or an opinion forming part of a database), whether true or not, and whether recorded in a material form or not, about an individual whose identity is apparent, or can be ascertained, from the information or opinion.</p> <p>This means images of children that would enable them to be identified - for example, in a school uniform, outside their house, or showing their name - should not be published on the Internet without the consent of both the child and their parent or guardian. Establishing protocols for obtaining parental/guardian and child consent is good practice regardless of whether or not images contain identifying information about the child or young person.</p> <p>The social media policy refers to all interactive apps and blogs that are accessible by anyone e.g., Facebook, Snapchat, Tik Tok.</p> <p>Publishing Content</p> <p>Content published on the internet can remain public indefinitely. Content can also be replicated and shared beyond the original intended audience who may view it out of context or use it for an unintended purpose. For example, private messages or posts can be saved, screenshot, and made public – with little potential for recourse.</p> <p>It is important to be aware that according to the terms and conditions of some third-party sites, the content published is the property of the site where it is posted and may be re-used in ways that were not intended. Before posting to a social media site, it is important for users to understand the tool/platform, read the terms of service and user guides, and look through existing content to get an idea of the posting etiquette and any cultural and behavioural rules or protocols associated with that social media platform.</p>

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Owner	Fishbowl Service Support Pty Ltd				
Policy published	June 2019	Last review date	August 2025	Next review date	August 2026
Service Support Within Reach	Warning -uncontrolled when printed. This document is current at the time of printing and may be subject to change without notice				

- We will ensure that all digital images and media will be stored securely in password-protected folders accessible only to authorised personnel. Photos must not be stored on personal devices.
- We will ensure compliance with data security and record-keeping provisions under the Family Assistance Law, particularly regarding the collection and distribution of digital records that may identify children or families.
- Any suspected breach of this policy must be reported to the Nominated Supervisor immediately. The matter will be investigated internally, and where applicable, escalated to regulatory bodies in accordance with the National Law.

Each member of the team plays an important role in the implementation of each policies guidelines, and they are outlined as below but not limited to the following:

The Approved Provider

- Will ensure that all practices regarding social media are in line with the services National Model Code Policy, procedures, and guidelines.
- Will ensure written consent or denial will be in the **enrolment record** and families will be instructed about this consent prior to enrolment and be advised of the social media platforms that are used by the service.
- Will ensure that obligations under the Education and Care Services National Law and National Regulations are met.
- Will ensure they take reasonable steps to ensure that the nominated supervisor, educators, staff, and volunteers follow the policy and procedures.
- Will ensure they provide the nominated supervisor, educators, staff and volunteers the documentation to perform their role, follow policy, procedure, and document according to regulatory and service requirements.
- Will ensure that adequate induction process is provided to all staff to ensure they have time to read and understand policies and procedures and seek further information if unsure.
- Will ensure that the nominated supervisor and staff are equipped with ongoing professional development and training they require to comply with this policy.
- Will encourage feedback from stakeholders regarding the policy's effectiveness, particularly in relation to identifying and responding to child safety concerns.
- Will ensure the policy is kept up to date with current legislation, research, and best practice.

The Nominated Supervisor

- Will check that written consent or denial has been completed in the **enrolment record** and families will be instructed about this consent prior to enrolment and be advised of the social media platforms that are used by the service.
- Will ensure that consent regarding social media will be given to all educators and a clear indication of who may not appear on social media will be made available to all educators and staff at the service via **media alert record**.
- Will ensure educators and staff are aware of any children who have court or custody orders to ensure that educators do not post their photos on social media.
- Any educators who request that the service refrain from posting their photo on social media will be respected and nominated supervisor and all staff will not post.
- Will ensure that photos being posted to social media are respectful of the children involved and at no time showing the children in a compromised situation. Children must be fully clothed at all times.
- Will adhere to and implement the obligations under the Education and Care Services National Law and National Regulations.
- Will ensure they take reasonable steps to ensure that the educators, staff, and volunteers follow the policy and procedures.
- Will ensure they provide the educators, staff and volunteers the documentation to perform their role, follow policy and procedure and ensure they are checking the documentation according to regulatory and service requirements.
- Will ensure that a rigorous recruitment process is completed, and a thorough induction process is provided to all staff to ensure they have time to read and understand policies and procedures and seek further information if unsure.

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- Will ensure that the staff are supported with ongoing professional development and training they require to comply with this policy.
- Will encourage feedback from stakeholders and staff regarding the policy's effectiveness, particularly in relation to identifying and responding to child safety concerns.
- Will ensure the policy is kept up to date with current legislation, research, and best practice.
- Will conduct regular staff meetings to address policy compliance with legislation, policy implementation, changes to policy and or collect feedback for annual review of policy.

Educators

- Will refrain from "friending" families on social media unless they are related or were previously friends prior to employment. By avoiding having family members as friends on social media staff are abiding by the **code of conduct declaration record**. This in turn keeps staff safe from inadvertently being open to interpretation, criticism and or breach of policy which could lead to disciplinary action or dismissal.
- Will ensure they do not use a work email address to register personal social media accounts.
- Will ensure they will be respectful to each other on social media.
- Will ensure they understand that the comments they post may be available to persons other than those for whom the communication was intended.
- Will not post anything relating to the service on their private social media, this includes refraining from using the services logo or refer to where they work.
- Must not use or disclose any information (including photographs or videos) relating to children and families, other staff or anyone connected with the service.
- Will not make any comment or post any material that might otherwise cause damage to a staff member, family, child, or the services reputation. This includes any comments that are defamatory, harassing, bullying, discriminatory, insulting, obscene or in any other way harmful.
- Will not use abusive, harassing, threatening, or defaming postings which are in breach of the **social media policy** may result in disciplinary action being taken, even if such comments are made using private social media networks outside of working hours.
- Will be reminded that the service computers and iPads are for work purposes only, and not for conducting personal business or for participating on social media websites during working hours or otherwise.
- Will not use their personal mobiles, personal smart watches, computers, or other electronic devices to access social media in any form during rostered work hours except during lunch breaks.
- Will not use their own personal mobile phones or other electronic devices to take photographs while at the service or on excursion unless the nominated supervisor gives prior permission.
- Will ensure that any photographs taken at the service cannot be used on social media without permission and consultation with the nominated supervisor.
- Will be aware that any educator whose actions are deemed to be in breach of this policy could face disciplinary action.
- Will adhere to and implement the obligations under the Education and Care Services National Law and National Regulations.
- Will ensure they take reasonable steps to follow the service policy and procedures and seek advice or further support if unsure.
- Will ensure they complete and document any related records regarding the implementation of this policy and practice requirements of the service.
- Will attend any ongoing professional development, staff meetings and training they require to comply with this policy and practice requirements of the service.
- Will provide feedback to the nominated supervisor or approved provider regarding the policy's effectiveness, particularly in relation to identifying and responding to child safety concerns.
- Will provide feedback regarding policy review when required.

Families

- Will ensure a child's photo that is not their own child will not be posted on any social media outlet without direct permission from family as per our **enrolment record**.
- Will refrain from taking photos of children whilst in the service, this includes any social function- service we will provide a designated staff member to take photos- this is in keeping with **National Model Code Policy**.

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	<ul style="list-style-type: none"> Will understand that Facebook/ Instagram social media pages are used to promote activities at the service, post activities that the children have participated in during the day and not for airing complaints. Will be expected to react and respond on social media in an appropriate manner and not use these outlets in a defamatory, harassing, bullying, discriminatory, insulting, obscene or harmful way regarding our educators and the reputation of the service.
REGULATION IMPLEMENTATION	The following procedures outline and support all stakeholders to understand and implement the regulatory guidelines of this policy.
In regard to regulation 170- Policies and procedures to be followed.	<p>Approved Provider will</p> <ul style="list-style-type: none"> Ensure that all staff and volunteers are made aware of Regulatory policies and procedures by ensuring that this forms a part of the induction process. Ensure probationary reviews will be conducted once new staff are appointed at the 3- month and 6-month mark to ensure that they are following policy and procedure and to review and revise regulatory policies. Ensure staff meetings will be conducted on a regular basis to allow for review of policy and procedure and further training and revision of procedural practices in relation to policy and procedure. Ensure annual review and revision of policies and procedures will be conducted, and all educators will be given the opportunity for input.
In regard to Regulation 171- Policies and procedures to be kept available.	<p>Approved Provider will</p> <ul style="list-style-type: none"> Ensure that policies and procedures are available to all staff and the location and availability will form a part of the induction process. Ensure policies will be available on request for all staff members to have access when required. Ensure policies will be available when required for staff members to download copies and/or print out if required in order to complete assignments or to form part of their research and/ or update their knowledge. Ensure policies will be available for all stakeholders when requested and when updating.
In regard to Regulation 172- Notification of change to policies or procedures	<p>Approved Provider will</p> <ul style="list-style-type: none"> Ensure staff meetings will be conducted on a regular basis to allow for review of policy and procedure, provide further training and allow for input if required in relation to policy and procedure. Ensure stakeholders will be invited to provide feedback for policies and procedures at any time, not just on annual review but will also be invited to add feedback at review time or after an event that may require change to policy or procedure. Ensure policies and procedures will be emailed or put on display in the foyer for stakeholders to have the ability to provide feedback. Ensure feedback will be considered from stakeholders and educators and may result in a change in policy. Ensure policy and procedure may be changed at any time if there has been an incident in the service that has required a change to be implemented for the safety and health of children and or educators. Ensure in the event of a change to a policy after feedback or a situation that occurs, we will provide 14 days' notice to all stakeholders before the change takes effect.
CONTINUOUS IMPROVEMENT	<p>We are dedicated to the ongoing improvement of our practices and procedures through the following actions:</p> <ul style="list-style-type: none"> Conducting regular reviews and updates of this policy with all stakeholders. Actively seeking feedback from children, families, and staff members. Providing targeted skill development and training for staff when areas for improvement are identified or when gaps in policy and procedure implementation are observed.
KEY TERMS	<ul style="list-style-type: none"> Stakeholder - a person or group of people who have an interest in a business, a person such as an employee or customer. They have a sense of responsibility toward it and an interest in its success. Social media: Platforms such as Facebook, Twitter, Instagram, LinkedIn, and Tik Tok.
WE GRATEFULLY ACKNOWLEDGE THE	<ul style="list-style-type: none"> Australian Children's Education & Care Quality Authority. ACECQA Code of Ethics Education and Care Services National Regulations.

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FOLLOWING SOURCES

- Education and Care Services National Law Act 2010.
- Guide to the Education and Care Services National Law and the Education and Care Services National Regulations.
- Guide to the National Quality Framework.
- National Quality Standard.
- United Convention on the Rights of the Child
- Privacy Act 1988.
- Privacy and Personal Information Protection Act 1998.

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