

Social media policy

HDKA promotes a commitment to child safety, wellbeing, participation, empowerment, cultural safety and awareness including children with a disability, Aboriginal and Torres Strait Islander children and/or communities and children from cultural and/or linguistically diverse backgrounds.

HDKA has a zero tolerance of child abuse and a duty of care to prevent and manage child abuse risks including physical and online environments.

Purpose

This policy outlines guidelines for the safe and appropriate use of social media within the context of Horsham and District Kindergarten Association.

HDKA is committed to:

- Maintaining the privacy and confidentiality of children attending HDKA sites and the families of children who attend.
- Ensuring the online safety of children and families of children who attend HDKA sites.

Scope

This policy applies to all employees and people associated with HDKA in any capacity including contractors and volunteers, board members and members of HDKA sites..

Background

Social media represents a growing form of communication for not-for-profit organisations allowing them to engage with the wider community more than ever before.

However it is also an area in which rules and boundaries are constantly being tested and we must be mindful of the effects of the use of social media on children and families within our kindergarten community particularly in relation to privacy and confidentiality. This policy acts in conjunction with HDKA's *Privacy and Confidentiality Policy*.

Definitions

Social media – includes but is not limited to:

- Social networking sites such as Facebook, LinkedIn and Myspace
- Video and photo sharing web sites such as Flickr and YouTube
- Blogs including corporate blogs and personal blogs
- Micro-blogs such as Twitter
- Forums, discussion boards and groups such as Google groups and Whirlpool
- Wikis such as Wikipedia
- Vod and podcasts
- Video conferences and web conferences
- Email and instant messaging.

Note: This is a non-exhaustive list and includes any future social media sites or other forms of social media that may be developed in the future.

Key responsibilities

HDKA is responsible for:

- Developing and reviewing this policy
- Authorising any changes to this policy

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- Monitoring complaints relating to the use of social media.

Parents and guardians are responsible for:

- Adhering to the points contained within this policy
- Notifying management if there are concerns over the breach of this policy.

Procedure

- a) Staff or board of management posting to social media including the HDKA website:
 - Must ensure that children are not identifiable within photos or named in posts.
 - Must ensure that where photos are taken with intention of use for social media posts that families of the children have consented to photos being taken of their child as per the HDKA Privacy and Confidentiality policy.
 - Should only make posts which are within the interests of HDKA and which uphold the values of this policy.
- b) Children must not be identifiable within photos or videos or named in parts unless parents or guardians of the children have consented to photo or video and use in social media
- c) Social media linked to HDKA and in particular the HDKA Facebook page must not be used for the promotion of personal financial interests, commercial ventures, and personal campaigns or to promote other businesses; however the HDKA page may be used to thank local businesses for their support of the HDKA sites.
- d) Social media should not be used to air grievances, but should be brought back to HDKA or kindergarten sites following the grievance procedure (please refer to sources and related policies).

Breach of policy

1. Users who are deemed to be using our page inappropriately may be blocked by administrators, posts removed and further measures to handle misuse and prevent further misuse may be applied.
2. All reports of cyber bullying and other misuse of technology will be investigated fully and may result in a notification to police or appropriate governing bodies where HDKA 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. Any concerns or suspicions over the breach of this policy should be brought to the immediate attention of HDKA.

Sources and related policies

<https://www.esafety.gov.au/esafety-information/esafety-issues/photos-videos-and-social-media>
<http://www.education.vic.gov.au/school/principals/spaq/governance/pages/socialmedia.aspx>

Service policies

- *Complaints and Grievances*
- *Complaints and Grievances Form*