



DAME NELLIE MELBA
KINDERGARTEN
EST 1915

Employee Social Media Policy

Best Practice– Quality Area 2



PURPOSE

This policy will outline guidelines for and responsibilities when using social media.

POLICY STATEMENT

1. VALUES

DNMK is committed to:

- considering the wellbeing of each child at the service as paramount
- maintaining a duty of care (refer to *Definitions*) towards all children at the service
- providing a safe and secure environment for all at the service
- respecting the rights of the child
- providing an open, welcoming environment in which everyone's contribution is valued and respected
- encouraging parents/guardians, volunteers, students and community members to support and participate in the program and activities of the service.

2. SCOPE

This policy applies to the Approved Provider, Nominated Supervisor, Person in day to day charge, educators, staff, students on placement, volunteers, parents/guardians and all adults participating in the programs and activities of DNMK

3. BACKGROUND AND LEGISLATION

Background By joining the DNMK team/community you occupy a position of trust and responsibility.

As a DNMK employee you have agreed to comply with:

- the DNMK Philosophy
- the Code of Conduct Policy
- The Privacy and Confidentiality Policy and
- all relevant DNMK policies that apply to you, including this Social Media Policy

In relation to your use of social media, you may have obligations to the service that arise:

- outside of working hours, or
- when you are acting in an official and unofficial capacity, and
- even when posting material anonymously, or using an 'alias' or pseudonym

This policy was developed so you feel empowered to participate online, while being mindful of your responsibilities and obligations under DNMK's policies.

Social media consists of websites and applications that allow users to create and share content and to participate in social networking. Social media may include, but is not limited to:

- social networking sites, including Facebook, LinkedIn or Google+
- video and photo sharing websites, for example Snapchat, Flickr, Instagram, YouTube, Pinterest and TikTok
- media sites hosting articles with comments, for example newshub
- micro-blogging sites, for example Twitter and Tumblr
- forums and discussion groups, such as speechbubble, Google groups or Whirlpool
- wikis, for example Wikipedia
- podcasting sites, for example SoundCloud
- online gaming platforms, for example World of Warcraft or Second Life
- geo-spatial tagging, such as Foursquare and Facebook check-in

As you can see from these examples, social media is diverse. It has become a part of how we live our lives today, and is a valuable tool for many people.

Legislation and standards

Relevant legislation and standards include but are not limited to:

- *Charter of Human Rights and Responsibilities Act 2006 (Vic)*
- *Information Privacy Act 2000*
- National Quality Standard, Quality Area 4: Staffing Arrangements
- *Occupational Health and Safety Act 2004*
- *Occupational Health and Safety Regulations 2007*
- *Racial Discrimination Act 1975*
- *Racial and Religious Tolerance Act 2001 (Vic)*
- *Sex Discrimination Act 1984 (Cth)*

4. DEFINITIONS

The terms defined in this section relate specifically to this policy. For commonly used terms e.g. Approved Provider, Nominated Supervisor, Regulatory Authority etc. refer to Attachment 2 General Policy Definitions.

Duty of care: A common law concept that refers to the responsibilities of organisations to provide people with an adequate level of protection against harm and all reasonable foreseeable risk of injury

Harassment: When someone is demeaning, derogatory or intimidating towards another person.

Harassment includes:

- racial taunts
- taunts about sexual orientation or gender identity

- sexual harassment: unwelcome physical, verbal or written behaviour of a sexual nature
- repeated insulting remarks.

Posting: Contributing a piece of content to a social media channel. This can either be original content or in reply to original content

Profile: Also called a bio is the description of a user's identity on a social media channel and could include information such as the person's characteristics and what the channel is used for

Respect: Value the rights, religious beliefs and practices of individuals. Refrain from actions and behaviour that constitute harassment or discrimination.

Social Media: The term social media is an umbrella term used to describe a suite of tools on the web, which typically have the following characteristics:

- mostly free to use
- extremely simple to use requiring no prior training or technical knowledge
- support global collaboration and sharing of opinions, insights, experiences and perspectives often with strangers
- content within them and often the functionality, is managed and regulated by the user community itself and not the provider of the tool or a third party institution.

A non-exhaustive list of examples of social media tools are: blogs, wikis and social networking sites, for example Facebook, Twitter, LinkedIn, YouTube, Google+, Flickr, Instagram, Pinterest

Support: Work in a co-operative and positive manner.

5. SOURCES AND RELATED POLICIES

Sources

- Adapted from *The University of Melbourne, Social Media Guidelines (2016)* (<https://socialmedia.unimelb.edu.au/resources/social-media-guidelines>)

Service policies

- *Code of Conduct Policy*
- *Privacy and Confidentiality Policy*

PROCEDURES

Personal use of social media

We support employees who choose to use social media in their capacity as private citizens, without intrusion. While acting as private citizens, please be mindful that your online behaviour must be

lawful, and you may still be bound by the DNMK Code of Conduct, Privacy and Confidentiality Policy, and also other policies. Below, this policy outlines a number of your key obligations in relation to your personal use of social media.

When using social media, you must:

- uphold DNMK Code of Conduct, Privacy and Confidentiality Policy, and also other policies which includes, at all times, behaving in a way that is in line with the philosophy and values of DNMK.
- be aware your posts not only reflect on you, but can reflect on the kinder, particularly if you identify as DNMK staff.
- remember that where you are identified, or could reasonably be identified as an employee of DNMK, be polite and respectful of the opinions of others at all times, and not disparage the service's employees, families, children and other members of the DNMK Community.
- be conscious that social media is a public forum that provides little opportunity for people to defend themselves against personal attacks and therefore, criticisms can be highly prejudicial
- not use social media to publicly complain about your employment, as the appropriate process for resolving such complaints are through discussions with your manager, or via the service's internal dispute or complaints resolution processes.

When using social media, it is not acceptable at any time to:

- post comments or images that are obscene, defamatory, threatening, harassing or discriminatory in relation to your work, a staff member, children, families and other members of the DNMK Community.
- use a work email address to register personal social media accounts
- post any photos which contain images of children associated with the service including photos where faces cannot be seen
- disclose confidential information of enrolled families
- post inappropriate images on social media that reference the kindergarten in some way — for example, photos taken of employees engaging in misconduct at a social event.

Before deciding to post something in a private capacity, you also need to be mindful that:

- your anonymity online is far from guaranteed, anyone who posts material online should make an assumption that at some point their identity and the nature of their employment will be revealed
- material posted online effectively lasts forever and may be replicated endlessly, through sharing and re-posting

- material posted online may also be sent to recipients who you never expected to see it, or who may view it out of context
- the speed and reach of content posted on social media means that comments posted online are available immediately to a wide audience
- a site's security settings are not a guarantee of privacy which means material posted in a relatively secure setting can still be copied and reproduced elsewhere

If you're not sure, get some more information

The terms and prescribed conduct described in this policy are not intended to be exhaustive, nor do they anticipate every possible use of social media. You are encouraged to act with caution and to take into account the underlying principles of this policy.

You should contact the Approved Provider or Nominated Supervisor if:

- you are not sure if you should get involved in social media commentary or participate in an online discussion
- you are worried about your privacy or reputation as a result of social media posts
- you find information online you think the Committee needs to know about, this includes inappropriate activity on social media by staff

Breaches of the social media policy

This policy sets out the rules which must be complied with when using social media. This policy is a direction to you by the Committee as an employee at DNMK. You must comply with this policy.

In situations where a staff member's online behaviour potentially breaches the DNMK Code of Conduct, Privacy and Confidentiality Policy or Social Media Policy the issue will be referred to the Committee for investigation and action.

If you are found to have breached the Committee may determine that it is appropriate to impose a sanction, which could include:

- termination of employment
- reduction in hours
- reprimand or written warning

EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Approved Provider will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness
- monitor the implementation, compliance, complaints and incidents in relation to this policy and ensure satisfactory resolutions have been achieved
- keep the policy up to date with current legislation, research, policy and best practice
- revise the policy and procedures as part of the service's policy review cycle, or as required
- notify parents/guardians at least 14 days before making any changes to this policy or its procedures.

ATTACHMENTS

Attachment 1: Guidelines for Social Media Use

AUTHORISATION

This policy was adopted by the Approved Provider of Dame Nellie Melba Kindergarten on June 2022

REVIEW DATE: June 2024

ATTACHMENT 1 GUIDELINES FOR SOCIAL MEDIA USE

Adapted from The University of Melbourne, Social Media Guidelines (2016)
(<https://socialmedia.unimelb.edu.au/resources/social-media-guidelines>)

Maintain confidentiality – only post publicly available information. Don't disclose or discuss confidential information, make commitments or engage in activities on behalf of DNМК unless you are authorised to do so.

Protect and respect privacy – check the account privacy settings are appropriate for the scope of engagement you wish to undertake. Always protect your own privacy and personal information, and don't share the private details of others. Don't disclose details of private conversations unless you have obtained explicit consent from the relevant parties.

Be impartial – avoid statements that advocate or criticise policies of DNМК, external organisations, government or political parties. Avoid conflicts of interest through endorsement or criticism of third-party providers, partners, products or services.

Be respectful – be courteous and polite, and sensitive to diversity. Avoid arguments and don't make personal attacks. Do not post obscene, defamatory, threatening, harassing, discriminatory or hateful content.

Be accurate – make sure the information you publish is correct and cite sources where appropriate – people may make decisions based on information you post.

Consider intellectual property – respect copyright. Always get permission to use words, images or materials online that you do not own.

Accountability – always take responsibility for your actions. If you make a mistake, admit it, and where possible make public corrections.

Think first – review your content before you post it. Remember that you are responsible for your actions. You should consider the impact your activities could have on yourself and/or DNМК. Use your common sense and best judgement. If you're not sure, check with the Nominated Supervisor. If in doubt, leave it out.

Attachment 2

General Policy Definitions

Approved Provider: An individual or organisation that has completed an application and been approved by the Regulatory Authority as fit and proper (in accordance with Sections 12, 13 and 14 of the National Law) to operate one or more education and care services. Where the applicant is an

organisation, each person with management and control (see definition below) of that organisation must complete a separate application form. (Note: Under the Education and Care Services National Law Act 2010, Section 5, Definitions: "person with management or control, in relation to an education and care service, means – (b) if the provider of the service is an eligible association, each member of the executive committee of the association who has the responsibility, alone or with others, for managing the delivery of the education and care service".)

Australian Children's Education and Care Quality Authority (ACECQA): The national authority established to oversee the National Quality Framework and guide its implementation in a consistent way throughout Australia.

Department of Education and Training (DET): The Victorian State Government department with Primary responsibility for the approval, monitoring and quality assessment of services in Victoria in accordance with the national legislative framework and in relation to the *National Quality Standards*

Early childhood teacher: A person with an approved early childhood teaching qualification as listed on the ACECQA website www.acecqa.gov.au

Educational Leader: The Approved Provider of an education and care service must designate, in writing, a suitably qualified and experienced educator, coordinator or other individual to lead the development and implementation of education programs at the service (Regulation 118). This person must have a thorough understanding of the Early Years Learning Framework (or other approved learning framework), be able to guide other educators in their planning and reflection, and mentor colleagues in their implementation practices.

Educator: An individual who is qualified to provide education and care for children as part of an education and care service.

Learning frameworks: Under the National Quality Framework (NQF), education and care services are required to ensure that the program delivered to all children being cared for and educated by the service is based on and delivered in a manner that accords with an approved learning framework. In Victoria, the approved frameworks are:

- Early Years Learning Framework (EYLF)*
- Victorian Early Years Learning and Development Framework (VEYLDF)*
- My Time, Our Place: Framework for School Age Care in Australia.*

National Law: Refers to the *Education and Care Services National Law Act 2010*: the national law regulating education and care services for children.

National Quality Framework (NQF): This framework for the early childhood education and care sector helps providers to improve the quality of services in areas that impact on a child's development. The framework includes:

- a National Law – the Education and Care Services National Law Act 2010
- National Regulations – the Education and Care Services National Regulations 2011 (please check online to ensure the most current version is being used)
- the National Quality Standard
- an assessment and rating system

- a Regulatory Authority in each state and territory with primary responsibility for the approval, monitoring and quality assessment of services in their jurisdiction in accordance with the national legislative framework and in relation to the National Quality Standard
- the Australian Children's Education and Care Quality Authority (ACECQA). The national body responsible for providing oversight of the system and ensuring consistency of approach.

National Quality Standard (NQS): The NQS sets a National benchmark for the quality of children's education and care services. The NQS is comprised of guiding principles, quality areas, standards and elements. There are seven quality areas which capture aspects critical to the provision of quality education and care.

National Regulations: Refers to the *Education and Care Services National Regulations 2011*: the regulations or rules under which education and care services must operate. The regulations are the way in which the law is applied.

Nominated Supervisor: A person who has been nominated by the Approved Provider of the service under Part 3 of the Act and who has consented to that nomination in writing can be the Nominated Supervisor. All services must have a Nominated Supervisor with responsibility for the service in accordance with the National Regulations. The Approved Provider must take reasonable steps to ensure that the Nominated Supervisor is a fit and proper person (in accordance with Sections 12, 13 and 14 of the National Law), with suitable skills, qualifications and experience. The Regulatory Authority must be notified if the Nominated Supervisor for the service changes, or is no longer employed at the service.

Person with management or control: Means— (a) if the provider or intended provider of the service is a body corporate, an officer of the body corporate within the meaning of the Corporations Act 2001 of the Commonwealth who is responsible for managing the delivery of the education and care service; or (b) if the provider of the service is an eligible association, each member of the executive committee of the association who has the responsibility, alone or with others, for managing the delivery of the education and care service; or (c) if the provider of the service is a partnership, each partner who has the responsibility, alone or with others, for managing the delivery of the education and care service; or (d) in any other case, a person who has the responsibility, alone or with others, for managing the delivery of the education and care service (Note: Under the *Education and Care Services National Law Act 2010*, Section 5).

Person in day-to-day charge: A person is in day-to-day charge if (a) the person is placed in day-to-day charge by the approved provider or a nominated supervisor of the education and care service after meeting the definition for a service supervisor certificate: and (b) the person consents to the placement in writing (Regulation 54)

Policy: A formal statement of principles which provides a framework for decision-making and indicates the course of action to be taken in specific circumstances. Policies provide services with an approved way of operating in relation to particular matters and improve the management of risk. They reflect the values and beliefs of a service, current thinking, national standards and community expectations, and are relevant in terms of current laws and regulations.

Procedures: The steps required to implement and comply with a policy. Procedures specify how to achieve the necessary result by outlining who does what and when. Procedures are succinct, factual and to the point, and are generally expressed as a list.

Program: The group/activity in which a child is enrolled and which has specific hours of attendance.

Regulatory Authority: see definition for the Department of Education and Training.

Responsible Person: The Approved Provider (if that person is an individual, and in any other case the person with management or control of the service operated by the Approved Provider) or a Nominated Supervisor or person who has been placed in day-to-day charge of the service in accordance with the National Regulations.

Service Supervisor Certificates: On 1st November 2016 the National Regulations were amended to expand the classes of people who may be covered by a prescribed class supervisor certificate.

The new prescribed classes are set out in regulation 238A, and include a person who is:

- responsible for day to day management of the service, or*
- exercising supervisory and leadership responsibilities for part of the service, or*
- a family day care coordinator*

Certificates issued for people working in one of these roles are referred to as “*service supervisor certificates*”.

Service supervisor certificates will not be issued to a particular person. Instead they may apply to any person working at the service who has been identified by the approved provider as working in one of the above roles.

For example, if the service director is responsible for day to day management of the service, they can be covered under the service supervisor certificate. Similarly, a room leader who is responsible for supervising part of the service can also be covered by the service supervisor certificate.

With this new flexibility, most individuals do not need to apply to the regulatory authority for a supervisor certificate.

Under these arrangements, a person is covered under the service supervisor certificate and may be a nominated supervisor if:

- the approved provider identifies that they meet the definition for a service supervisor certificate and
- they give their written consent to be the nominated supervisor (required under sections 35, 44 and regulation 56).

Nominated supervisors have specific obligations under the National Law (See Nominated Supervisors above).

A person is covered and may be placed in day to day charge of the service if:

- the approved provider or the nominated supervisor identifies that they meet the definition for a service supervisor certificate and
- they give their written consent to be placed in day to day charge of the service (required under regulation 54).

These arrangements apply for centre based and family day care services, and make it easier for providers to meet the requirements to ensure that:

- for centre based services, either the approved provider, nominated supervisor or certified supervisor in day to day charge is present at the service at all times the service is educating and caring for children (section 162) and
- for family day care services, either the approved provider, nominated supervisor or a certified supervisor in day to day charge is available at all times to support family day care educators

Staff: Any individual (other than the Nominated Supervisor or a volunteer) employed, appointed or engaged to work in or as part of an education and care service.