



Marton Activity Centre

MAC Policy

FACEBOOK

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Approved By	: Management
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We recognise both the benefits, and challenges of using Facebook in Out of School Hours Care. This policy has been developed to provide employees, families, volunteers and students with 'standards of use' as they engage in conversations or interactions using Facebook for official, professional and personal application.

POLICY STATEMENT

Being part of Marton Activity Centre entails a position of trust and responsibility.

We aim to ensure that our Service, children, educators or families are not compromised in any form on Facebook and that Facebook usage complies with Marton Activity Centre's philosophy, relevant policies and the code of conduct.

SCOPE

This policy applies to the children, families, staff, management and visitors of Marton Activity Centre.

PROCEDURE

Facebook is a social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.

Marton Activity Centre recognises that there are many advantages in using Facebook to network within service operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate provides stimulation, there are guidelines in place to ensure that our Service remains open and welcoming for children, families and staff.

The National Principles for Child Safe Organisations recognise the importance of safe physical and online environments to promote safety and wellbeing of all children. Our Service has the responsibility to ensure children and educators are protected from harm when they engage with digital technology including Social Media.

SERVICE FACEBOOK ACCOUNT

Marton Activity Centre has a Facebook account to converse and share information with our families and community, which is administered by the Approved Provider and Nominated Supervisor.

Only current families and staff will have access to the Service Facebook page. The page is locked as "Privacy type: Closed: Limited public content. Members can see all content."

The intent for our Service Facebook page is to:

1. Keep in touch with what's happening at the Service, including upcoming and special events.
2. Connect with other parents and share your thoughts about programs, policies and procedures.
3. Provide an avenue to ask other parents their thoughts and help with common child rearing issues etc.
4. Provide educational purposes to families and employees and not for a personal nature.
5. Each session posted daily Mon-Fri with pictures and information about their children's time at MAC.
6. Public announcements, such as, AGM'S, pandemic info, changes to service, notification of infectious disease outbreaks e.g. chicken pox, covid-19 etc.

PRIVACY

- All staff and educators must remain aware that they represent and could be identified as an employee of the Service through any online activity.
- Staff and Educators must maintain appropriate privacy of families, employees, students, children and volunteers, including when they have obtained permission to publish content publicly.
- Absolutely no written content will be published to Facebook without the implicit and written permission of families to whom the content relates.
- Passwords will not be shared without authorisation from management.
- Our OSHC Service will gain permission prior to posting photos of children via enrolment form- social media.
- Our OSHC Service will remain up to date with any changes to Facebook ensuring privacy setting remain up to date.

IN REGARDS TO THE SERVICE FACEBOOK PAGE, THE APPROVED PROVIDER OR NOMINATED SUPERVISOR WILL:

- Obtain authorisation from a child's parents prior to posting any photos of their child to the page via enrolment form- social media
- Ensure personal information about families, children and staff is not posted on-line
- Ensure high privacy settings on the account
- Ensure all passwords are kept confidential
- Ensure all devices are packed away safely and securely out of reach from all children and families. Leaving devices locked safely when no one is at the service.
- Regularly scan online content related to the Service to ensure appropriateness
- Adhere to our Grievance Policy and Procedures to investigate any occurrences where a person working at the Service may:
 - Post photos or information of the Service or children
 - Defames, harasses or bullies any other person who works at the Service, or is connected to the Service.
- Ensure that any staff or educator found guilty of any Facebook misconduct may result in termination of employment.

IN REGARD TO ALL SOCIAL MEDIA, THE APPROVED PROVIDER, NOMINATED SUPERVISOR, EDUCATORS, STAFF MEMBERS, VOLUNTEERS AND STUDENTS WILL NOT:

- Access personal Facebook accounts or any other social media accounts on any workplace device
- Access personal Facebook accounts whilst educating and caring for children when in ratio and on floor with children
- Post any photos taken of the children enrolled at the service on their personal Facebook account
- Post any information about the OSHC Service, colleagues, children, or families on any personal social media account
- Vilify, harass, or bully any other person who works at the Service, family or community member connected to the Service on any social media accounts.
- Post offensive or derogatory comments or information that could bring their professional standing or that of the Service into disrepute.
- Use their personal camera or phones to take photos or video while at the Service.

PERSONAL FACEBOOK ACCOUNT

Staff members are to use their own personal discretion when adding a family of the Service as a 'friend' on Facebook or any other social media. The OSHC Service does not recommend that staff add families of the Service to personal social media accounts as they will still be seen as a representative of the Service and required

to uphold the Service's Code of Conduct on all posts. It is extremely important not to post information about the Service, colleagues, children, or families on personal social media accounts, as this not only contravenes the Service policies and code of conduct but is considered a breach of the Commonwealth's Privacy Act 1988 and Privacy and Personal Information Protection Act 1998.

Families are asked to respect that staff may have a personal policy on adding families to personal social media accounts due to their professional philosophy, and that the Service does not recommend staff to have families as friends on their private account.

If adding families to personal social media accounts, Educators will adhere to relevant policies, including the code of conduct of the OSHC service.

CONSEQUENCES FOR INAPPROPRIATE CONDUCT

For inappropriate conduct to be lawful, there is a need to demonstrate that the connection between the behaviour and the employment relationship:

- Is likely to cause serious damage to the relationship between the employee and employer
- Damages the employer's interest
- Is incompatible with the employee's duties as employee.

A person who has been involved in inappropriate conduct may require reprimand as per our Code of Conduct Policy. This may lead to termination of their position.

CONTINUOUS QUALITY IMPROVEMENT

Our OSHC Service will continue to evaluate and assess our online safety practices through critical reflections, checklists, professional learning and discussions with families and staff.

Educators and staff will complete online training through the eSafety Commissioner to ensure staff remain up to date with current research and are aware of how to report inappropriate content on social media sites.

CONSIDERATIONS

NATIONAL QUALITY STANDARDS (NQS)

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 AND NATIONAL LAW

Education and Care Services National Regulations and National law NSW		
Reg	84	Awareness of child protection law
Reg	181	Confidentiality and storage of records.
Reg	183	Storage of Records and other documents

SOURCE

Australian Children's Education and Care Quality Authority (2014)
Dictionary by Merriam-Webster: https://www.merriam-webster.com/
eSafety Commissioner: https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators
Guide to the Education and Care Services National Law and the Education and Care Services National Regulations.(2017)
Guide to the National Quality Service (2020)
Human Services - www.humanservices.gov.au
The NSW Work Health and Safety Act 2011
www.workcover.nsw.gov.au/newlegislation2012/pages/default.aspx
Revised National Quality Standard (2018)
Privacy Act 1988
Privacy & Personal Information Protection Act 1998

SERVICE POLICIES/ DOCUMENTATION

Policies	
Child Safe Environment	Code of Conduct
Facebook	Technology & Media Use
General Grievance	Family Grievance
Staff Grievance	Family Communication
Interactions with Children	Health and Safety
Privacy & Confidentiality	Respect for Children
Responsible Person	Supervision
Work, Health & Safety	Staff Communication
Relief Educators, Volunteers, Students & Visitors	

RESOURCES

Australian Government Office of the eSafety commission www.esafety.gov.au/early-years

eSafety Early Years Online safety for under 5s. https://www.esafety.gov.au/sites/default/files/2020-02/Early-years-booklet.pdf
eSafety Early Years Checklist https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators/checklist