

7.23 RESPONSIBLE USE OF MEDIA

Purpose Statement

It is recognised that at times there is a need to capture audio, video and still images (media) of consumers, employees and donors as part of service provision or for publicity. It is imperative that Windermere employees when using all forms of media protect the privacy of Windermere consumers and employees.

This policy details procedures for consent to capturing, storing and disposing of media for adult and child consumers, employees and donors.

Scope

This policy applies to all salaried full time and part time staff (including casuals), educators and contractors.

Definitions

Media: Tools used to store and communicate information, data and images. In the context of this policy, media refers to audio, video, still images, social media interactions and advertising/promotional campaigns that capture and disseminate information about people.

Policy Statement

ALL MEDIA TAKEN OF CHILDREN AND/OR THEIR FAMILIES MUST ONLY BE TAKEN WITH CONSENT. MEDIA MUST BE STORED, USED AND DISPOSED OF IN ACCORDANCE WITH THIS PROCEDURE.

Procedures

Using Media to Demonstrate Learning and Development Outcomes

The Early Years Learning Framework (EYLF) puts children's learning at the core of all activities and recognises the importance of working in partnership with families to ensure educational experiences are meaningful and support the development of a child's sense of wellbeing. Media, such as photographs and videos, are a great way of sharing educational experiences with families and highlighting a child's developmental progress over a period of time.

Educators are encouraged to capture media of children (using their own devices) that demonstrates the learning and development that occurs through play based activities. Media is captured in individual portfolio's, programming applications, on social media platforms and in communication books and/or noticeboards to keep families informed and engaged with their child's learning.

It is imperative that educators, when taking and storing media, protect the privacy rights of children and their families.



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Use of Media in Family Day Care Settings

Consent

1. Consent must be obtained for media taken of consumers using the *Consent for use of images and recordings* form.
2. The intent of using media must be fully disclosed on the consent form (to be completed by the employee and signed by a parent/guardian).
3. A copy of the consent must be placed on the child's file.
4. Media consent is part of the registration process for all children commencing in Family Day Care.
5. Consumers and carers/guardians must be informed of their right to withdraw consent regarding use of media images at any time
6. This media is not for marketing purposes unless the consumer or their guardian has specifically given consent.
7. All media remains the property of Windermere and is only to be used lawfully and in accordance with the purpose detailed on the consent form.

Storage

1. All media taken as part of the delivery of Family Day Care must be stored on the relevant child's portfolio (e.g. photographs or videos of children engaged in developmental activities such as drawing, climbing, role playing etc.).
2. Media must never be placed on external web based platforms (excluding secure and private programming applications established for closed groups).
3. Media when downloaded from an educator's mobile device (i.e. printed and/or filed in soft copy) must be deleted from the original source.

Disposal

1. All media taken as part of the delivery of an education and care service, must be retained in the child's file whilst the child remains involved with the service.
2. When a child exits the Family Day Care program, all media stored in his/her portfolio or in an educational programming application, must be handed to Windermere as the approved provider. A copy of the media as stored can also be made available to the exiting family.

Use of Media in Marketing and Promotions

Media is shared by educators and Windermere's marketing team, to promote family day care and connect with prospective consumers. It is vital that the privacy of families and children in care is not compromised in any way when using media in promotional activities.

Please refer to the Social Media procedure for guidance and instruction around safe and effective use of social media platforms.



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Consent

1. Educators are not permitted to engage families in the use of media for their own marketing or promotional purposes. Windermere will engage families, on an educator's behalf, for promotional or marketing purposes with guidance from a dedicated team of marketing professionals.
2. The intent of using media for marketing or promotional activities must be fully disclosed on the consent form. The more information provided about the proposed use of media, the more informed the consent.
3. When taking media of children, consent must be obtained from a parent/legal guardian. Always check that public viewing of the media does not pose a risk to the child and his/her family.
4. Names can only be displayed against media where informed consent is given and this will not compromise a child's safety or wellbeing.
5. Consent is only applicable to the purpose stated in the consent form. Renewed consent is required for each new use of media.
6. The employees responsible for the activity/event must:
 - a. Be present at the time of photography/recording
 - b. Prevent the authorised photographer/video maker from having unsupervised or individual access to children
 - c. Ensure images are not taken by anyone other than the authorised photographer/video maker, and must communicate this at the outset
 - d. Avoid displaying identifying information such as residential address, email address or telephone numbers on postings and publications (unless consent is specifically given)

Storage

1. Media taken (with consent) for use by the Marketing and Fundraising team must be securely stored and only used for the purpose stated in the consent form.
2. Once the purpose for the media no longer applies or the person withdraws consent, it must be securely destroyed/deleted.

Disposal

1. Electronic photos and recordings are to be deleted and hard copy photos securely shredded to prevent further usage once the purpose ends for which they were collected.
2. If it is relevant to retain media – not for further usage, but for posterity as part of the Windermere story, the media can be archived as long as the individuals are informed.

Use of Media involving Educators

Consent

1. Media involving educators requires written consent (to be obtained by the Coordination Unit) and a copy passed on to Marketing



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2. Educators must be informed of their right to withdraw consent regarding use of media images at any time.
3. It is important that those who have consented previously are asked for their consent before each use of media in case there has been a change in circumstances or the person has changed their mind and wishes to withdraw consent. Renewed consent can be obtained either verbally or in writing.
4. Educators attending events/promotional activities are responsible for opting out when media is being taken, if they so wish.
5. Educator media may only be used until the person ceases their employment/contract, unless explicitly stated otherwise.

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2. Once the purpose for the media no longer applies or the person withdraws consent, it must be securely destroyed/deleted.

Disposal

1. Electronic photos and recordings are to be deleted and hard copy photos securely shredded to prevent further usage once the purpose ends for which they were collected.
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Relevant Standards/Legislation

- National Quality Framework for Early Childhood Education and Care Services including:
 - Education and Care Services National Law 2011
 - Education and Care Services National Regulations 2011

Related Policies & Links

- *Social Media* procedure
- *Confidentiality and Privacy* – Children and Families procedure
- *Confidentiality and Privacy* – Educators procedure