



## 7.17 Social Media

### Purpose Statement

Social media consists of websites and applications that allow users to create and share content and to participate in social networking. Social media provides opportunities for improved connections and communications with the community. It can improve the way we reach out and promote family day care and connect with prospective consumers.

Windermere recognises that educators will increasingly use social media as a means of communication and acknowledges the competitive advantages that such platforms provide.

Social media may include, but is not limited to:

- Instant messaging
- Microblogging (e.g, twitter)
- Social networking sites (e.g. Facebook, LinkedIn)
- Video and photo sharing websites (e.g. YouTube, Instagram, Snapchat)
- Any other websites that allow individuals to use simple publishing tools for new technologies emerging from the digital environment.

This procedure, in accordance with Windermere's Social Media Policy, intends to provide subcontractor educators with appropriate guidance and instruction around safe and effective use of social media platforms.

### Scope

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

### Definitions

**Windermere Administrator** a Windermere staff member who has been granted permission to oversee and manage Family Day Care related social media outlets (i.e. business pages or closed groups)

**Social Media** term commonly given to web-based tools that allow users to interact with each other in some way – by sharing information, photos, knowledge and interests online.

**Educator:** a person engaged by or registered with a family day care service to provide education and care for children in a residence or at an approved family day care venue.

**Apolitical:** to show no interest or become involved in political discussion

### Policy Statement

THAT SOCIAL MEDIA PLATFORMS BE USED TO PROMOTE SERVICE RELATED ACTIVITIES AND TO AID INDUSTRY NETWORKING, WITHOUT COMPROMISING THE PRIVACY OF FAMILIES AND CHILDREN IN CARE.



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### **Procedures**

#### **General Usage**

1. Educators are encouraged to use social media platforms to connect with the community, other educators and consumers for the purpose of promotional activity and networking.
2. Educators wanting to utilise social media platforms should sign off on relevant policies and procedures prior to engaging (see Educator Social Media Undertaking – Appendix 1).
3. Any questions, concerns or feedback relating to use of social media should be directed to the Team Leader, Sales and Lead Management or Manager, ECECS.

#### **Closed Educator Facebook Group –**

*(The “Windermere Educator Network” is a closed Facebook page lead by Windermere’s coordination unit to support educators in their professional development and peer connections)*

1. Only current Educators and Windermere Administrators are permitted to be a member of the closed Facebook group “Windermere Educator Network”.
2. Addition and exclusion of group members will be managed by Windermere Administrators.
3. Windermere Administrators will only add educators to the group upon the receiving a signed Windermere Social Media Policy and Social Media Home Based Procedure.
4. The Windermere Educator Network Facebook page will be used as a networking tool between Windermere Educators where all members can collaborate, share ideas and discuss early childhood topics.

#### **Personal Facebook Business Page**

1. Educators are permitted to create a Facebook business page for the use of networking and professionally communicating with the community. Educators must keep their family day care business page separate to their personal page.
2. Before creating a business page the educator must;
  - a. Read and familiarise themselves with Windermere’s Social Media Procedure;
  - b. Provide a signed copy of the procedure to the Team Leader or Manager ECECS;
  - c. Provide Team Leader or Manager ECECS with the proposed name of the business page.

Once all documents are received Windermere will provide formal approval for the creation of a business page.

3. It is a requirement that all business pages make reference to Windermere. Any logos used can be obtained from the Team Leader or Manager ECECS
4. Under no circumstances are photos or posts to be uploaded to a business page that can identify a family or child attending care.
5. Educators are encouraged to link their business page to their educator profile as publicised on Windermere’s website, as a way of promoting their service.



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The Coordination Unit will approve links to business pages, when the educator has completed the following steps:

- a. The “description” on the educator business page reads -  
*Registered Family Day Care Educator with Windermere (www.windermere.org.au) providing a personalised play-based education program in a nurturing home environment. (Feel free to copy and paste this statement)*
- b. The educator ‘likes’ the Windermere Facebook page –  
<https://www.facebook.com/WindermereServices/>
- c. The educator ‘features’ Windermere’s page on their business page. This is achieved by:
  - i. Clicking on settings (top right corner)
  - ii. Selecting “Featured” from the left-hand side menu
  - iii. Clicking on the “Edit featured likes” button
  - iv. Finding ‘Windermere’ in the list and ticking the left box
  - v. Clicking ‘save’

*NOTE: Windermere will support its educators by ‘liking’ business pages shared on Facebook.*

### Content

2. All educators posting content on any social media platform are expected to maintain the same high standards of conduct and behaviour online as would be expected if conducting business over the phone or in person. This includes;
  - a. Being apolitical, impartial and professional
  - b. Behaving with respect and with courtesy
  - c. Complying with relevant laws and regulations
  - d. Upholding the requirements of the Educator Contractor Agreement (including Code of Conduct requirements)
  - e. Dealing appropriately with information and recognising that child/family related information needs to remain confidential
  - f. Reinforcing the integrity, reputation and values of Windermere.
3. The following content **is not permitted** under any circumstances;
  - a. Abusive, profane or sexually explicit language
  - b. Content which is false and misleading
  - c. Confidential information about Windermere, families or children
  - d. Copyright or trademark protected materials



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- e. Discriminatory materials in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion/affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs/activity, responsibilities, sex or sexual orientation
  - f. Illegal material or materials designed to encourage law breaking
  - g. Materials that could compromise Windermere
  - h. Materials which could breach applicable laws (i.e. defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks)
  - i. Personal details or references to Windermere staff, families or children in care
  - j. Photos of children or families (even if you have permission to do so) – only non-identifiable photos can be used
  - k. Specific details of situations where the child or family may be identified
  - l. Statements which may be considered as bullying and harassment
4. Careful consideration needs to be taken when posting in this group to ensure the privacy of children and families. Examples of posts that are not permitted are provided below. Alternative 'post' options are provided.

**UNPERMITTED POST:** Today at 3pm I had a lot of trouble with the behaviour of a 3 year old boy in care. He was very naughty and very difficult. What can I try to make him behave better?

*This is not permitted because:*

- *it specifies the time, gender and date the child was receiving care. It breaches the child's privacy. Posts are not permitted that identify children.*
- *the word 'naughty' negatively labels a child*

**PERMITTED POST:** We all have many children in care that will respond to different behaviour management techniques. I generally use positive reinforcement. Are there any other techniques that other educators use that have worked in the past?

**UNPERMITTED POST:** Look at this clever child {photo uploaded of child engaged in activity} completing a floor puzzle independently. Thanks 'mum' for giving me permission to share this photo on my page.

*This is not permitted because:*

- *the child is identifiable in the photo*
- *parents/guardians can not grant permission for photos of their children to be uploaded under any circumstances.*

**PERMITTED POST:** Never under-estimate how clever children are. Look at this puzzle completed by a child in care {photo uploaded of completed puzzle – no child in shot}.



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### ***Monitoring of social media***

1. All educators are responsible for ensuring that their use of social media platforms are appropriate and consistent with the conditions and appropriate standards of behaviours as specified in this procedure.
2. Windermere administrators will reserve the right to conduct random spot checks and audits on educators' business pages and the Windermere Educator Network Page to ensure compliance with this procedure.

### ***Breaches***

1. Where there are breaches of this procedure, Windermere Administrators may take the following steps:
  - a. Discuss the breach with the Educator providing the opportunity for the Educator to remove the post immediately from the social media platform  
  
NOTE: If the post is not removed, Windermere reserves the right to remove the inappropriate post (applies to Windermere Educator Network Group) or request the educator close the educators' business page until the post has been removed.
  - b. Request that the Educator undertake a compulsory training program (relevant to the breach that has taken place).
  - c. Remove the educator from the Windermere Educator Network and request the educator close their business page for a period of time (where there is evidence of 3 or more breaches). When educators are removed from the Windermere Educator Network (or instructed to close their business page) a review and resign of this procedure is required before their rights to enrolment can be re-instated.

### **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
- Copyright Act 1968
- Information Privacy Act 2000

### **Related Policies & Links**

- Windermere's Procedure Manual FDC
- Educator Agreement

## Appendix 1 – Educator Social Media Understanding

### ***Educator ‘Social Media’ Understanding***

I, ..... (*educator's name*) have read the Social Media Procedure and clearly understand my responsibilities.

I agree to practice in accordance with this procedure and will at all times protect the privacy of children registered in my care.

Signed: ..... Date: .....

Please indicate (by checking the relevant box/es) your preference for the below:

- ☐ I would like to be added to the Windermere Educator Network
- ☐ I would like to create a Facebook Business page.

The proposed name for my Business page is

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