



## SOCIAL MEDIA POLICY

(BP) HR

### Mandatory – Quality Area 7

#### POLICY

To ensure that our service, staff or clients are not compromised on a social networking website. Background Social media can be defined as an electronic communications method that allows people to socialise or communicate on mass.

Examples of social media systems, but not limited to, are Facebook, Instagram, snapchat and Twitter. We take the view that social networking is for personal use only and should not be accessed while a staff member is working other than work related requirements.

#### LEGISLATION & Policies

- Privacy Act 1988 (Cwth)
- This policy also complies with state and national laws regarding social networking websites.
- (voluntary commit ahead) Education and Care National Law -Statement of Regulatory Expectations – National Model Code; resources below
  - Child Safety - and Personal electronic devices
  - Child Safety – NQF Online Safety Guide
- Outlets Code of Conduct policy

#### PROCEDURE

Management, MoC, Approved persons, Educators, Staff, Placements, Volunteers and Professionals/specialist are to adhere to the **social media policy** and procedure, implementing Education and Care National Law -Statement of Regulatory Expectations – National Model Code - Taking Images and Videos of Children while Providing Early Childhood Education and Care and; Child Safety - and Personal electronic devices

- Any electronic equipment that can access a social networking site via their mobile phones are not permitted to do so during their shifts unless it is a requirement as per the 4points listed in National Model Code and; authorised prior to entering ECEC unit;
- Employees should be aware that social networking websites are not a private means of communication but can be accessed by the public, therefore, it is important not to share private information about service clients or other staff members on social networking websites.
- Maintain confidentiality and privacy that no information about the service or persons children, should be posted on a social networking website, nor should any photos taken at the centre, or on an excursion, be posted to a social networking site using your own digital device;
- Staff member/s are not to engage with parents/clients of the service through personal electronic devices.

For example, unless you have been friends with a client of the service prior to your employment you cannot befriend them on social media.

If a staff member is found to have published on a social media page the following:

1. photos of a child or children enrolled at the centre
2. comments or published documents about the service or its staff
3. information about any family or child in our care.

The service will immediately conduct an investigation and if the employee is found to have acted in contravention of this policy, employment will be terminated.

Should you do so, the staff member will face an inquiry into the situation by the management team and any involved party and depending on the severity of the situation face possible termination of employment.



Should harassment of any kind take place on a social networking site, such as, but not limited to, sexual or verbal harassment, staff members will face an inquiry into their actions and depending on the severity of the situation face possible termination of employment.

Should any person related to the service harass a staff member via a social networking website, the management team will conduct an inquiry into their actions and depending on the severity of the situation face possible termination of employment.

Should any person break the law on a social networking website, such as, but not limited to, defamation, the service will contact the police and other relevant authorities

**I acknowledge that I have received and read Outlets Co-operative Neighbourhood House Ltd Social Media Policy and Procedure**

**Staff member name:** \_\_\_\_\_

**Staff member signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Management Team representative name:** \_\_\_\_\_

**Management Team representative signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**SOURCE**

Privacy Victoria: [www.privacy.vic.gov.au](http://www.privacy.vic.gov.au)

**Policy Review** This policy will be reviewed bi-annually unless there are any regulatory or legislative requirements and/or any feedback from staff, parents and the community

**UPDATED: 24/8/2025**

**REVIEW DATE: 24/04/2026**