



## Social Media Policy

June 2013

### Rationale

Staff at Ardtornish Children's Centre are fully accountable for their actions. We conduct ourselves responsibly and respectfully in all our interactions with members of our community. This includes the electronic environments we use in our work.

This document summarise the expectations of all our staff and volunteers when using social media for professional purposes.

For information about expectations related to personal conduct, please refer to the relevant DECS Code of Conduct ([Code of Ethics for the South Australian Public Sector](#)) for staff, and the DECD ICT Acceptable Use Agreement (<http://www.decd.sa.gov.au/socialmedia/>).

### Social Media

Social media are online services and tools used for publishing, sharing and discussing information. They can include forums, blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content.

Social media can involve a combination of technology, telecommunications and social interaction. They may use a variety of different formats, for example text, pictures, video and audio. Importantly they can be useful as part of broader efforts to engage with citizens.

Ardtornish Children's Centre aims to use social media for:

- community engagement and network building
- marketing and promotions
- providing additional channels of communication
- sharing up-to-date information in relation to child development and parenting

### What You Can Expect

All social media interactions should adhere to existing policies including those that are site-specific and departmental policies, including that:

- no images of children are used unless explicit consent has been sought for all children identified in the image (includes photographs, video footage, and artworks)
- all promotional material is approved by the site leaders and/or Director of Early

Last revision description	Review date
New Policy	June 2015

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Childhood Education and Care before being shared

- the privacy of students, families and children and staff is respected at all times
- inappropriate comments or sharing of personal information will be deleted.

Also that:

- the use of social media will be closely monitored by the Director Early Childhood Education and Care and delegated staff to ensure content is appropriate and responses are timely
- staff will not use personal profiles to interact about professional matters
- staff will not engage in personal media activities during work hours

The Director of Education and Care or delegated staff shall:

- post all content and provide all responses
- initiate conversations and promote interactions and engagement amongst families and community members
- maintain contact with group members
- respond appropriately to negative criticism
- avoid unrelated marketing
- not censor discussion
- monitor for inappropriate content

NB Contributions that contain offensive, defamatory or other inappropriate content may be removed. Serious negative criticism it will not be ignored when ownership is acknowledged.

## What We Expect

We ask that you report to us details of any content on our social media pages that you believe violates our community standards.

Please tell us about activities or sites that would be of benefit for families with young children so we may share this when appropriate and possible.

## References

Government of South Australia (2010) [Code of Ethics for the South Australian Public Sector](#) accessed 10 April 2013

DECD (2012) Social Media Policy accessed 10 April 2013  
<http://www.decd.sa.gov.au/socialmedia/>

DECD (2011) The Acceptable Use Agreement accessed 10 April 2013  
[http://www.decd.sa.gov.au/docs/files/communities/docman/1/Corporate\\_Acceptable\\_Use\\_a.pdf](http://www.decd.sa.gov.au/docs/files/communities/docman/1/Corporate_Acceptable_Use_a.pdf).

il nido Children's Centre (August 2012) Social Media Guidelines

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