



Introduction

This policy provides employees and families standards of use as they engage in conversations or interactions using digital media for official, professional, and personal use.

Purpose

- To protect the Forbes Preschool community when using social media, such as Facebook, Instagram or Twitter. Social media provides an opportunity to engage and interact with a wider audience.

Policy

Social media is used to share information and news regarding Forbes Preschool and the education and care sector. We share photos from events, our daily program and other relevant information.

To protect privacy, personal questions will not be responded to on social media. Enquiries are to be sent to admin@forbespreschool.com or contact by phone on 6852 1040.

Forbes Preschool supports the Facebook Statement of Rights and Responsibilities, and related Facebook policies; we expect visitors to our page to do the same. Forbes Preschool may choose to follow organisations and community groups interested in or actively discussing relevant topics.

Consent to use social media is signed when enrolling children. There are lists displayed in each room with children who are not authorised to be used on social media.

The Director, Administration Officer and Educational Leader have authority to post on social media. They may delegate this responsibility when appropriate.

Any photos that are taken on a mobile phone are to be deleted when ceasing employment or sooner as requested.

Responsibilities

For individuals using social media:

- Employees using social media are to adhere to the preschool policies and code of conduct at all times, conducting themselves in an ethical manner.
- No staff member will put information about Forbes Preschool on their posts. Forbes Preschool is not to be included as any form of status.
- Any information provided will exclude personal information of our preschool community, this includes photographs of un-authorized individuals. It will be used for advertising events, education and reminders.

Social Media

- Any social media will be regularly monitored to make sure all content is appropriate.
- Employees are not to disclose confidential information obtained through work or discuss matters pertaining to their employment at any time (as per confidentiality agreement and Preschool policies)
- The Approved Provider along with the Authorised Supervisor is required to ensure this policy is understood by all employees; and for monitoring and evaluating the effectiveness of the policy.
- As an employee of Forbes Preschool, you represent the preschool, even outside of work, so be mindful of what and how you interact online and how you may be represented (or misrepresented).
- Photos of work on your personal accounts are to be approved by management.

When using Forbes Preschool social media accounts:

- Forbes Preschool is about sharing and informing parents and carers, not the wider community outside our local area, so the amount of likes/followers is not as important as it may be for others.
- Don't name students in full
- Share content from events after the event, to prevent family security issues. Do not 'check in' or go 'live' whilst at an event outside of preschool.
- Remind parents during events that they may take photos of their own child only, as social media consent only gives the preschool consent, not other parents.

Related Documents

- Code of Conduct
- Confidentiality Agreement