Elizabeth North Preschool Social Media Policy

The online safety of all children is of utmost importance to us. Representation of children or their likeness will not be utilised on social media without the permission of their parents/caregivers. Consent for use of images is accordance with the *Social Media for Schools and Preschools Policy* and obtained via the Department of Education's Department for Education - Media Consent Form - Children.

National Quality Standards

QA7	Governance and Leadership

Legislative requirements

Early Childhood Australia's Code of Ethics (2016)
Children and Young People (Safety) Act 2017

Early Years Learning Framework

LO1	Children feel safe, secure and supported; Educators will adhere to consents and will not utilise children's names on any external social media platform without consent.

Policy Statement

At the Elizabeth North Preschool we are committed to providing an environment that promotes children's health, safety and wellbeing, which includes ensuring the implementation of clear policies and procedures for the representation of children or their likeness on social media accounts.

Rationale

Elizabeth North Preschool promotes the safe use of Information and Communication Technologies (ICT) to provide a rich learning environment for our children, and to model the use of social media in a socially responsible way. At Elizabeth North Preschool we use internal and external communications and social media to:

- Communicate with parents and caregivers
- Document and share information in relation to children's development and parenting
- Help our families create treasured memories through photographs and videos
- Engage with our community and build networks
- Promote our Centre and programs within the local and broader community

Currently Elizabeth North Preschool uses various communication and social media platforms including our website, Facebook, Email, face-to-face, and text messaging. Other applications may be added in the future to meet the community's changing needs. The centre also photographs, and videos special events held at the centre and distributes them to families. Should the centre wish to use identifying images of a child or children externally such as for the Preschool's website and social media accounts, specific permission will be sought. This Policy outlines the requirements to ensure the provision of safe, respectful, and appropriate photography, video and social media practices that ensures the privacy of all children. It covers our requirement to minimise risks to all children's safety. This policy applies to staff, volunteers, contractors, children and their parents/caregivers, and all visitors to the Preschool.

Roles and Responsibilities

The Principal and Preschool Leader will:
- Ensure parent consent is obtained prior to using children's images, video, voice and/ creative work
- Monitor the use of all social media to ensure content is appropriate and responses are timely
- Initiate positive conversations and promote interactions and engagement amongst family and community members
- Maintain contact with group members
- Remove any posts or contributions that contain offensive, defamatory or other inappropriate content

Staff will ensure the following:
- when setting up and maintaining social media, all staff will adhere to the acceptable use policies for schools, preschools and children's services sites standard, and ICT security standard.
- all material published is respectful of all individuals, the department and the specific social media site and does not breach the Code of Ethics for the South Australian Public Sector
- the privacy of children, families and staff is respected at all times and published material does not breach confidentiality guidelines
- no identifying images of children are used on the Preschool's website or social media accounts unless explicit consent has been given by the parent/caregiver
- all promotional material is approved by the Principal and Preschool Leader

Parents/Caregivers are asked to:
- provide consent to use their child's image, video, voice and/or creative work as per signed consent
- use our social media platforms responsibly
- not intentionally take photographs or videos of children at the centre other than their own
- not post photos or videos containing images of children at our centre (other than your own) to any social media, website or via email
- report any details of content on our social media pages that may violate community standards
- tell us about activities or sites that would be of benefit to the wider community

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Developed and accepted by the staff of Elizabeth North Preschool and the Governing Council: March 2023

Approved by Elizabeth North Primary School Leadership:

Scott Matthews (Principal): _____

Kylie Richards (Preschool Leader): _____

Approved Governing Council: _____ Name: _Addy Bretten-gwa_

Next Review Due: February 2024

Sources:
Acceptable use policies for schools, preschools and children's services' sites standard
https://edi.sa.edu.au/library/document-library/controlled-guidelines/acceptable-use-policies-schools-preschools-childrens-services-sites-standard.pdf
ICT Security Standard https://edi.sa.edu.au/library/document-library/controlled-standards/ict-security-standard.pdf
NQF: Quality Area 7 – Governance and Leadership https://www.acecqa.gov.au/nqf/national-quality-standard/quality-area-7-governance-and-leadership
Social media for schools and preschools policy https://edi.sa.edu.au/library/document-library/controlled-policies/social-media-for-schools-and-preschools-policy
Social media guideline https://edi.sa.edu.au/library/document-library/controlled-guidelines/social-media-guideline