



6.6 Photography and Social Media Policy

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Aims

The Cootamundra Preschool aims to ensure that the preschool, children, staff and families are protected from being compromised in any form of social media. The policy provides guidelines for the publication of, and commentary on, social media by staff and others who can be identified as being connected to the preschool.

The use of social media such as Facebook, My Space, LinkedIn, YouTube, Twitter, Web Blogs, Flickr and Instant messaging (including SMS) has increased significantly over the years.

Cootamundra Preschool complies with the Privacy Legislation to photographs, videos and social media and will ensure parent/guardian permission is obtained before videos or photographs are taken of the children/staff/families using the service.

Preschool accepts that staff will use social media in their own personal lives to keep in touch with friends, share ideas and engage in online discussions. However, Preschool also recognizes the potential damage that misuse of social media could cause to the preschool, staff members, children and families. Such damage can be occasioned when the comments are untoward, and the staff member can be identified within the service.

Legislative Requirements

Child Protection (Prohibited employment) Act 1998
Education and Care Services National Regulations 2011
Children (Education and Care National Law Application) Act 2010
Equal Opportunity Act
NSW Anti-discrimination Act 1977
Privacy Act 1998 and Amendment 2000

Who Is Affected By This Policy?

Staff
Child
Families
Management

Relevant Early Childhood Professional Standards

Early Childhood Code of Ethics: I. Children-1,2,7,10,11. II. Families-2,3,5,8,9,10.
III.Colleagues-1,2,5,6 IV. Communities-4. V. Preservice Teachers-3,5. VI.
Employer-1,3. VII, Myself as Professional-1,2,8. VIII, Conduct of Research-
2,5,6,7

Early Years Learning Framework: Principle-2,4,5. LO-1.1, 2.1, 4.4, 5.3, 5.5

Education & Care Services Australian National Regulations: 76, 84, 98, 170, 171,

National Quality Framework: Standard 1.1.1, 1.3.2, 1.3.3, 2.1.1, 2.2.2, 2.2.3, 4.2.1, 5.1.2, 6.1.2, 6.1.3, 7.1.3, 7.2.3

Sources/References

Early Years Learning Framework, Belonging, Being and Becoming, Australian Government Department of Education, Employment and Workplace Relations for the Council of Australian Governments, 2009.

National Quality Framework, Australians Children's Education and Care Quality Authority 2017

Children's Services Regulations 2004

Children's Services Amendments Regulation 2010

Privacy Act 1988 3. Privacy Amendment (Notifiable Data Breaches) Act **2017**. No. 12, **2017**. An Act to amend the **Privacy Act** 1988, and for related purposes. <https://www.legislation.gov.au/Details/C2017A00012>

Office of the eSafety Commissioner, Australian Government. Photos, videos and social media.

<https://www.esafety.gov.au/education-resources/iparent/staying-safe/photos-videos-social-media>

Gowrie NSW, Connecting with your community, Using social media in early education and care, NSW Government Education – July 2015

NSW Department of Education, NSW Government, Social Media Policy – March 2018 www.education.nsw.gov.au

Procedures

1. Photography (Including Video)

1.1. Cootamundra Preschool's enrolment form contains a statement requesting parent/guardian permission for their child/ren to be photographed as a part of the program for internal display, service display, promotion, advertising and marketing (social media). This form will be located at all times in the child's file in a lockable cupboard.

1.2. All staff are aware of any child/ren whose parents have requested they are not to have their photo taken. The service will respect the wishes of all families and will be responsible for ensuring that the child will not be photographed while in attendance of the service. This may mean removing a child from a group situation where photos will be taken.

1.3. Staff at the Cootamundra Preschool are not to take photos of a child if the child does not want to have their photo taken

1.4. The photographer must have permission from the Nominated Supervisor before photographs can be taken. This includes parents, politicians, media personnel, students and visitors to the Centre. If photographs are taken, staff need to ensure the photo is of the child requested.

1.5. It is the Nominated Supervisors responsibility to ensure that the children's safety and security is paramount in any decisions made regarding the use of photographs

1.6. The service accepts that families may want to display photographs of their own child on the internet; however, we do not condone the display of photographs of children from other families. On special occasions (first/last day or event at preschool) staff will have an area where parents can take photo's which will not involve other children.

1.7. If a parent has given permission for their child to be photographed by anyone other than a member of staff at the service, the service does not accept responsibility for the distribution or use of any photography taken.

1.8. Staff are not to use their personal cameras, mobile phones or other electronic devices to take photographs while at preschool or on excursion unless prior permission is given by the Nominated Supervisor. This may be in relation to specific experience, research with the children, shortage of room cameras. If permission is granted, the photographs need to be deleted before leaving the premises on the same day.

1.9. No photographs taken at preschool or on excursions can be used on social media without permission and consultation with the Nominated Supervisor.

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Date reviewed by committee: June 2020

Next review date: June 2023

2.0. While on excursions no other service is allowed to take photos of the children (Librarian, School teachers etc), if the service would like a photo the room leader on the day will take a photo and get permission from all of the children's parents involved before emailing to them. Parents are aware that they are giving permission for the service to distribute the photo as they choose (newspaper, social media ect)

2.1. Photos that are stored on the computers are only accessible with passwords to stop unauthorized access. Photos need to be backed up at the end of each year and filed away.

2. Social Media

2.1. Cootamundra Preschool's enrolment form contains a statement requesting parent/guardian permission for their child/ren to be videoed as a part of the program for internal display, service display, promotion, advertising and marketing (Social media). This form will be located at all times in the child's file in a lockable cupboard.

2.2. All staff are aware of any child/ren whose parents have requested they are not to have their video taken.

2.3. Staff at the Cootamundra Preschool are not to take videos of a child if the child does not want to be involved in the video

2.4. When participating in social media staff must not imply they are authorised to speak for the preschool nor for the Approved Provider unless they have permission or instruction to do so, this includes the use of the preschool logo, email or any branding pertaining to the preschool when conducting personal business or expressing personal views.

2.5. Staff must not use the identity of another employee, employer. This includes any disclosure of any information (Written, verbal, photos or videos) relating to children and families or anyone connected to the preschool.

2.6. Staff must ensure that any material posted or comments made will not cause damage to staff/ children/ families or committee members reputation or bring preschool into disrepute. This includes any comments that are defamatory, harassing, bullying, discriminatory, insulting, obscene or in any other way harmful.

2.7. Staff who notice inappropriate or unlawful content online in any way relating to preschool, or content that may be in breach of this policy, should inform the Nominated Supervisor immediately. If staff or committee are approached about any unlawful content they are to refer the person to the Nominated Supervisor or Approved Provider.

2.8. The preschool computers and other communication devices are for work purposes only, and not for conducting personal business or social media websites during working hours.

2.9. Staff are not to use their personal mobiles or other electronic devices to access social media during rostered work times.

3.0. Staff are to act immediately if asked by the Nominated Supervisor or Approved Provider to remove any social media posts when directed.

3. Flexibuzz and Padlet Platform

3.1, Cootamundra Preschool believes there is a place for the use of using a social media platform to share information about the preschool and its education program with families. The aim of the social media platform is to promote connection within the preschool learning community.

3.2, The social media platform will be utilised for sharing information and may include, links, professional readings, updated information of the service, information of how children learn and the learning program.

3.3, The administrators will be responsible for updating the page with relevant information about the preschool, uploading the education program, promoting events and providing information to relevant websites. The administrators will have an understanding of the code of conduct and ethical/professional behaviours of the organisation.

3.4, Staff will be aware of the duty of care, privacy and confidentiality under the National Quality Framework, Educational and Care Services National Regulations and Law, Code of Ethics and the Rights of the Child and will be applied when using the social media platform.

- **Duty of Care** – if you are working with children you have a duty of care for their wellbeing and need to be aware of the legal obligations before posting and personal detail, name, photos, video and work.
- **Privacy, confidentiality and sensitive content** – if there are likely to be confidentiality issues or if content is of a sensitive nature you need to give thought to whether it should be posted at all. If you are unable to make this decision you should seek advice and help from your leader or director.

3.5, Upon enrolment families will be informed of the Photography and Social Media Policy and will be asked to sign a Code of Conduct/Permission form for the use and permission for children's images, performance and creative work to be placed onto the social media platform.

3.6, All Staff, children and families are always made to feel respected and valued. We ask families in our Code of Conduct that they ensure all comments are positive and respectful, that they do not publish offensive, threatening, bullying, discriminatory or racist comments, all comments comply with the policy, communication of children, grievances, concerns and questions will be discussed with the child's educator or director face to face or via phone/email.

3.7, If Cootamundra Preschool does not have the permission form or if any family does not want their child's photo or work placed onto the social media platform, the staff will respect their decision and protect the identity of the children. The permission/ code of conduct need to be signed by the parent/ guardian.

3.8, If staff notice or feel that someone has made an inappropriate or unlawful comment on the social media platform, they will delete the comment and inform the director immediately. The parent/ guardian who made the comment will be contacted by the director and this policy will be discussed. If the parent/guardian continues to make inappropriate or unlawful comments the director will suspend or delete them from using the social media platform. Inappropriate and unlawful comments that will be removed will be;

- Abusive, offensive in nature or contains offensive language
- Bullying, harassing, defaming or giving offence to other people
- Comments containing personal and /or cultural attacks or insults
- Promotes hate of any kind or
- Detrimental of any kind

3.9, The social media platform the Cootamundra Preschool has created for families is secure and only available for the children and families who are enrolled within the preschool. Our learning community respects that families do not want information to be placed on other social media platforms not related to the preschool. Throughout the code of conduct families are signing that they will not be sharing or screenshotting the information placed on the social media platform used by the preschool.

4.0, If any staff, parents or caregivers who fail to abide by the code of conduct will be automatically suspended from using the social media platform.

4. Breach of Policy

Any staff member or parent/guardian whose actions are deemed to be in breach of this policy could face disciplinary action. Disciplinary action will be determined by the Nominated Supervisor and Approved Provider according to the circumstances of the case. Counselling, mediation, retraining and the issue of written warning may be considered. In severe circumstances, failure to act in accordance to this policy could result in termination of employment.

The Director will ensure that this policy is maintained and implemented at all times.

Date reviewed by staff: June 2020

Date reviewed by committee: June 2020

Next review date: June 2023