

	Social Media Policy & Procedures
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Authorisation	General Manager
Expiry Date	Policy to be reviewed Annually
Responsible Officer	Manager Evolve Early Learning & Kindergarten
Policy Owner	Evolve Early Learning & Kindergarten

POLICY

This policy aims to ensure that Evolve Early Learning and Kindergarten, children, staff and families are protected from being compromised in any form of social media. It provides guidelines for the publication of, and commentary on, social media by staff and others who can be identified as being connected with the Service.

SCOPE

This document applies to all Educators, Families, Volunteers and Students of Evolve Early Learning and Kindergarten.

PROCESS

When participating in social media, Educators and staff should:

- Be respectful to and about others at all times
- Assume that the comments they post may be available to persons other than those for whom the communication was intended
- Be certain not to disclose other people's personal information or publish images of others without permission. Recognise that a person may be readily identifiable even when not named
- Re-read and re-consider what is being said before posting it.

When participating in social media Educators and staff must not:

- Imply they are authorised to speak for the service
- Use the services' email or any logos or branding pertaining to the service when conducting personal business or expressing personal views
- Use the identity or likeness of another employee, customer, supplier or business partner etc.
- Publish or report on conversations or information that is deemed confidential or classified or deals with matters that are internal in nature
- Use or disclose any information (including photography or videos) relating to children and families, other staff or anyone connected with the Service, obtained through your employment at the Service
- Make any comment or post any material that might otherwise cause damage to Evolve Early Learning and Kindergartens reputation or bring the service into disrepute. This includes any comments that are defamatory, harassing, bullying, discriminatory, insulting, absence or in any other way harmful.

Identifying inappropriate use

Staff who notice inappropriate or unlawful content online in any way relating to the Service, or content that may be in breach of this Policy, should inform the Manager immediately.

Harassment, bullying and discrimination

Abusive, harassing, threatening or defaming posting which is in breach of any of the service's Policies may result in disciplinary action being taken, even if such comments are made using private social networks outside of working hours. All staff and others connected with the service are expected to treat each other with respect and dignity, and ensure their behaviour both on line and while at the service does not constitute unlawful discrimination, bullying or harassment in any form.

Breach of Policy

- Any staff member or Educator whose actions are deemed to be in breach of this policy could face disciplinary action
- Where necessary, disciplinary action will be determined by the Evolve Early Learning and Kindergartens Manager, Children, Youth and Families according to the circumstances of the case. Counselling, mediation, training, re-training and the issue of written warnings may be considered as possible remedies. In severe circumstances, failure to act in accordance with this Policy could result in termination of the Educator Agreement/Employment.

Responsibilities of Parents/Families

To act in accordance with this policy, to report any inappropriate or unlawful content on line relating to Evolve Early Learning and Kindergarten, or content that may be in breach of this Policy, to the Manager.