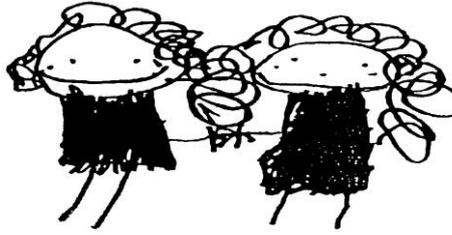


# NORTH RINGWOOD PRE-SCHOOL INC



## SOCIAL MEDIA POLICY

### 1. Authorisation

This policy was adopted by the Approved Provider of North Ringwood Pre-School on 22<sup>nd</sup> February 2017.

### 2. Review

This policy will be reviewed annually, or varied earlier if necessary. The Committee will notify the parents or guardians of the children attending North Ringwood Pre-School of that change.

### 3. Purpose

This policy will provide guidelines:

- for the safe and appropriate use of social media within the context of North Ringwood Pre-School.

### 4. Scope

This policy applies to the Committee of Management, Staff, Parents/Guardians who wish to have their children enrolled at this centre, or have children already enrolled at this centre, volunteers or students undertaking placement at the centre.

### 5. Background

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage with the wider community more than ever before.

However, it is also an area in which rules and boundaries are constantly being tested and we must be mindful of the effects of the use of social media on children and families within our kindergarten community, particularly in relation to privacy and confidentiality. This policy acts in conjunction with North Ringwood Pre-School's Privacy and Confidentiality Policy.

### 6. Policy Statement

North Ringwood Pre-School is committed to:

- maintaining the privacy and confidentiality of children attending the kindergarten, and the families of children who attend.
- ensuring the online safety of children and families of children who attend the kindergarten

## **7. Procedures**

- (a) Staff or Committee of Management posting to social media, including North Ringwood Pre-School website:
- must ensure that children are not identifiable within photos or named in posts
  - must ensure that, where photos are taken with intention of use for social media posts, that families of the children have consented to photos being taken of their child (see Privacy and Confidentiality policy, Attachment 5)
  - should only make posts which are within the interests of North Ringwood Pre-School and which uphold the values of this policy
- (b) Parents/guardians, other family members or volunteers posting to social media:
- must ensure that *only* their child is included in photos or posts, unless consent is explicitly given by parents/guardians of other children for their child's photograph to be posted on social media.
- (c) Social media linked to North Ringwood Pre-School, in particular the NRPS Facebook page, must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns or to promote other businesses; however the NRPS page may be used to thank local businesses for their support of the preschool.
- (d) Users who are deemed to be using our page inappropriately, particularly in the above mentioned ways, will be blocked by administrators.

## **8. Breach of Policy**

All reports of cyber bullying and other misuse of technology will be investigated fully and may result in a notification to Police or appropriate governing bodies where the preschool is obliged to do so. Users must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by Police over which the preschool has no control. Any concerns or suspicions over the breach of this policy should be brought to the immediate attention of an administrator of our page either via email, telephone or conversation in person and not be addressed on the site and will be dealt with at the discretion of the Committee of Management.

## **9. Key responsibilities**

The Committee is responsible for:

- Developing and reviewing this policy.
- Authorising any changes to this policy.
- Ensuring this policy is implemented.
- Monitoring complaints and incidents regarding this policy.

The parents and guardians are responsible for:

- Adhering to the points contained within his policy
- Notifying Committee of Management if there are concerns over the breach of this policy.