



Bacchus Marsh  
Grammar

# ELC POLICY

## Early Learning Centre Social Media Policy

Approved by the School Principal 13 September 2024

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# Social Media Policy

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## 1 Purpose and Background

- 1.1.1 To set out the guidelines for the use of social media by staff and families at our service
  - 1.1.2 It aims to protect the safety, privacy, and rights of all children, families and staff members
  - 1.1.3 This policy helps us to comply with the *Education and Care Services National Regulations*, which requires our service to have policies and procedures in place for providing a child safe environment, including matters relating to the safe use of online environments
- It complies with the *Privacy Act 1988 (Cth)*, the National Model Code for Taking Images or Videos of Children while Providing Early Childhood Education and Care (National Model Code), and the Victorian Child Safe Standards

## 2 Scope

- 2.1.1 This policy applies to:
  - The approved provider, paid workers, volunteers and work placement students, **referred to as 'staff' throughout this policy**
  - Third parties who carry out child-related work at our service, including contractors, subcontractors, self-employed persons, employees of a labour hire company, **referred to as 'staff' throughout this policy**
  - Children who are in our care, their parents, families and care providers
  - Visitors to our service who carry out child-related work, including allied health support workers
- 2.1.2 It covers both personal and professional use of social media, particularly when referencing our service or our service's activities, staff, children and families

## 3 Definitions

- 3.1.1 The following definitions apply to this policy and related procedures:
  - a) 'Social media' refers to websites and applications that enable users to create, share, and engage with content or participate in social networking (e.g., Facebook, WhatsApp, X, TikTok, Pinterest, Snapchat, YouTube, Instagram, Twitter, LinkedIn)
  - b) 'Personal information' is defined in the *Privacy Act 1988* and includes any information about an identified individual such as their home address, email address, telephone number, date of birth, medical records, bank account details, and tax file number. It also includes photographs and recordings
  - c) 'Parents' includes guardians and persons who have parental responsibilities for the child under a decision or order of court
  - d) 'Staff' refers to paid employees, volunteers, students, and third parties who are covered in the scope of this policy

## 4 Policy Statement

### 4.1 Personal Social Media Accounts

- 4.1.1 Staff use of personal media accounts must be in line with our Child Safe Code of Conduct
- 4.1.2 Staff must not 'friend' or 'follow' or otherwise connect with parents, families or children from our service through personal accounts (unless there is a pre-existing relationship that predates the staff member's employment)
- 4.1.3 Staff must follow our Technology and Device Use Policy regarding the use of personal devices at work
- 4.1.4 Staff must not use personal social media accounts to conduct official service business
- 4.1.5 Staff must not post on personal media accounts any:
  - Information, photos or videos of children or their families on their personal social media accounts
  - Information, photos or videos of other staff members that relates to their role or activities at our service on their personal media accounts, unless the other staff member/s have consented, and the photos/videos are appropriate and do not compromise the reputation of our service

- Information about what happens at our service or other work-related matters
- Photos/videos taken at our service or on an excursion or during travel with, or transporting, children
- Negative, disparaging or defamatory comments about our service, staff, families or children
- Material that could bring their professional standing into disrepute
- Material that could damage the employment relationship, the service's reputation or commercial interests, or bring our service into disrepute
- Material relating to our service, staff, children, families or visitors that is offensive, threatening, harassing, bullying, discriminatory, or otherwise unlawful
- Material that discloses confidential, private or sensitive information about our staff, children, families, or visitors
- Material that publicises workplace disputes
- Material that uses the service's logos or contact details or mentions our service's name without permission
- Material that appears to be from our service or expresses views on behalf of our service

## 4.2 Guidelines for Parents and Families

- 4.2.1 Parents and families should not share any photos or videos that include identifiable characteristics of other children, staff, visitors or families without getting the relevant consent first
- 4.2.2 Note, our service does not take responsibility for the sharing or use of photos or videos that are shared by people other than our staff
- 4.2.3 Concerns or complaints about staff or our service should be made by following our Complaint Handling Policy and Procedure. Parents and families should not bring up issues via social media

## 4.3 Breaches and Complaints

- 4.3.1 Anyone can raise concerns or complaints regarding social media use by staff according to our Complaint Handling Policy and Procedure
- 4.3.2 Staff must follow our Child Protection Policy and Procedures if they have concerns for a child's safety or well-being
- 4.3.3 Any breaches of this policy are treated seriously
- 4.3.4 Depending on the nature of the breach, staff members may be subject to disciplinary action, referred to the police/child protection authority, and/or have their employment terminated

## 5 Principles

- 5.1.1 All practices related to social media at our service are conducted with children's safety, wellbeing, privacy and dignity as our number one priority
- 5.1.2 We only share content that is appropriate and for which we have the relevant consent
- 5.1.3 We comply with all relevant legislation, regulations and standards at all times
- 5.1.4 We act in line with our Statement of Commitment to Child Safety and Wellbeing, Child Safe Code of Conduct, National Model Code and the ECEC Code of Ethics
- 5.1.5 We treat all individuals in social media content with dignity and respect, and recognise that there are cultural differences and sensitivities related to social media content
- 5.1.6 We give staff the training, resources and support that they need to implement this policy

## 6 Policy, Communication, Training and Monitoring

- 6.1.1 This policy and related documents can be found in our Policy Folder and OneDrive Policy folder
- 6.1.2 The approved provider and nominated supervisor provide information, training and other resources and support regarding the Social Media Policy and related documents
- 6.1.3 All staff (including volunteers and students) are formally inducted. They are given copies of/access to, review, understand and formally acknowledge this Social Media Policy and related documents



- 6.1.4 The approved provider/nominated supervisor runs a professional development program for each staff member, which covers this policy
- 6.1.5 Roles and responsibilities are clearly defined in this policy and in individual position descriptions. They are communicated during staff inductions and in ongoing training
- 6.1.6 The approved provider and nominated supervisor monitor and audit staff practices (e.g. through spot checks, performance reviews, supervision sessions, compliance visits from operations managers, spot checks from area managers, regular performance appraisal) and address non-compliance. Breaches to this policy are taken seriously and may result in disciplinary action against a staff member
- 6.1.7 At enrolment, families are given copies of/given access to our Social Media Policy and related documents
- 6.1.8 Families are notified in line with our obligations under the National Regulations when changes are made to our policies and procedures

## 7 Roles and Responsibilities

### 7.1 Approved Provider Responsibilities (not limited to)

- 7.1.1 Ensure our service meets its obligations under the Education and Care Services National Law and Regulations, including to take every reasonable precaution to protect children from harm and hazards likely to cause injury and ensure that children in our care are adequately supervised at all times
- 7.1.2 Ensure that our service's governance, management, operations, policies, plans, (including risk management/action plans), systems, practices and procedures for social media are up-to-date, appropriate in practice, best practice, align with the principles/standards for child safe organisations and comply with all relevant legislation
- 7.1.3 Take reasonable steps to ensure this Social Media Policy is followed (e.g. through clear and accessible communication, and systemised inductions, resourcing, training and monitoring of all staff – including volunteers, students)
- 7.1.4 Ensure that social media use is effectively managed and overseen, including consents, staff authorisations, content management, privacy and security, and complaints and breaches
- 7.1.5 Ensure this policy and related documents are reviewed regularly, and notify families of reviews and changes according to legislation and our policies and procedures

### 7.2 Nominated Supervisor / Persons in Day-to-Day Charge Responsibilities (not limited to)

- 7.2.1 Ensure our service meets its obligations under the Education and Care Services National Law and Regulations, including to take every reasonable precaution to protect children from harm and hazards likely to cause injury and ensure that children in our care are adequately supervised at all times
- 7.2.2 Support the approved provider to ensure that our service's governance, management, operations, policies, plans, (including risk management/action plans), systems, practices and procedures for social media are appropriate in practice, best practice, align with the principles/standards for child safe organisations and comply with all relevant legislation
- 7.2.3 Implement this Social Media Policy and support the approved provider to ensure that it is followed by staff and families (e.g. through clear and accessible communication, and systemised enrolments/orientations, inductions, training and monitoring of all staff – including volunteers, students)
- 7.2.4 Ensure that parents are giving informed consent, including by discussing this policy at the time a child is enrolled. Ensure that all consent forms are completed, stored securely and regularly reviewed. Maintain a list of children whose parents have not provided consent or who have provided limited consent, and make sure that educators have access to this list
- 7.2.5 Support the approved provider to ensure that: our social media content is professional, appropriate and represents our service in a positive way; and inappropriate or unauthorised content is removed and reported to the approved provider and, where necessary, the police or child protection authority

- 7.2.6 Contribute to policies and procedure reviews and risk assessments and plans in consultation with children, families, communities and staff. Support the approved provider to notify families of reviews and changes according to legislation and our policies and procedures

### 7.3 Educator / Other Staff Responsibilities (not limited to)

- 7.3.1 Follow this Social Media Policy and other related policies
- 7.3.2 Do not post or share any content, including photos and videos, on our work social media accounts without the proper authorisation from the approved provider/nominated supervisor and the necessary consent from the people involved (and, in the case of a child, parental consent)
- 7.3.3 Use social media in a way that upholds our Child Safe Code of Conduct and our service's reputation
- 7.3.4 Do not breach the privacy or confidentiality on social media of anyone at our service
- 7.3.5 Undertake all necessary training and professional development activities related to this policy
- 7.3.6 Follow our complaint management system to respond properly to any complaints or concerns about children's safety or wellbeing
- 7.3.7 Contribute to policy and procedure reviews and risk assessments and plans

### 7.4 Families Responsibilities (not limited to)

- 7.4.1 Follow the relevant sections of our Photography and Video Policy
- 7.4.2 Complete our consent form/s at the time of your child's enrolment and keep it updated if anything changes
- 7.4.3 Do not share photos/videos on social media if they include identifiable characteristics of another child or adult at our service, unless you have the relevant consent
- 7.4.4 Notify our service in writing if you wish to withdraw consent for sharing information about your child on social media
- 7.4.5 Raise any concerns you have about our service, or our social media use, according to our Complaint Handling Policy and Procedure. Do not raise issues through social media

## 8 Legislation Overview

### 8.1 Education and Care Services National Law and Regulations

Law	Description
s 165	Offence to inadequately supervise children
s 167	Offence relating to protection of children from harm and hazards
Regulations	
s 168(h)	Education and care services must have policies and procedures in relation to providing a child safe environment, including matters relating to the promotion of a culture of child safety and wellbeing within the service; and the safe use of online environments at the service
s 170	Policies and procedures to be followed
s 171	Policies and procedures to be kept available
s 172	Notification of change to policies or procedures

### 8.2 Other Applicable Laws and Regulations

Act / Regulation	Description
<i>Australian Human Rights Commission Act 1986 (Cth)</i>	Provides guidance on how to uphold the principles in the <a href="#">Convention on the Rights of the Child</a>
<i>Privacy Act 1988</i>	Principal act protecting the handling of personal information, including photos and videos

## 8.3 National Quality Standard

Standard	Concept	Description
1.3	Assessment and planning	Educators and co-ordinators take a planned and reflective approach to implementing the program for each child
1.3.1	Assessment and planning cycle	Each child's learning and development is assessed or evaluated as part of an ongoing cycle of observation, analysing learning, documentation, planning, implementation and reflection
1.3.3	Information for families	Families are informed about the program and their child's progress
2.2	Safety	Each child is protected
2.2.1	Supervision	At all times, reasonable precautions and adequate supervision ensure children are protected from harm and hazards
2.2.3	Child Protection	Management, educators and staff are aware of their roles and responsibilities to identify and respond to every child at risk of abuse or neglect
4.2	Professionalism	Management, educators and staff are collaborative, respectful and ethical
4.2.2	Professional standards	Professional standards guide practice, interactions and relationships
5.1	Relationships between educators and children	Respectful and equitable relationships are maintained with each child
5.1.2	Dignity and rights of the child	The dignity and rights of every child is maintained
6.1	Supportive relationships with families	Respectful relationships with families are developed and maintained and families are supported in their parenting role
6.1.2	Parent views are respected	The expertise, culture, values and beliefs of families are respected, and families share in decision-making about their child's learning and wellbeing
7.1	Governance	Governance supports the operation of a quality service
7.1.2	Management systems	Systems are in place to manage risk and enable the effective management and operation of a quality service
7.1.3	Roles and responsibilities	Roles and responsibilities are clearly defined, and understood, and support effective decision-making and operation of the service

## 8.4 Early Years Learning Framework (EYLF) v2.0 / Victorian Early Years Learning and Development

EYLF Outcome	Key Component
3: CHILDREN HAVE A STRONG SENSE OF WELLBEING	<ul style="list-style-type: none"> <li>Children become strong in their social, emotional and mental wellbeing</li> <li>Children become strong in their physical learning and wellbeing</li> <li>Children are aware of and develop strategies to support their own mental and physical health and personal safety</li> </ul>

## 8.5 National Principles for Child Safe Organisations

Most relevant principles
Child safety and wellbeing is embedded in organisational leadership, governance and culture





Children and young people are informed about their rights, participate in decisions affecting them and are taken seriously.
Families and communities are informed and involved in promoting child safety and wellbeing.
Physical and online environments promote safety and wellbeing while minimising the opportunity for children and young people to be harmed.

## 9 Related Documents

### 9.1 Key Policies

Child Protection Policy | Child Safe Code of Conduct | Child Safe Risk Management Plan | Complaint Handling Policy | ECEC Code of Ethics | Photography and Video Policy | Technology and Device Use Policy | Relationships with Children Policy | Orientation for Children Policy | Parental Interaction and Involvement Policy | Governance Policy | Privacy and Confidentiality Policy | Enrolment Policy

### 9.2 Procedures

Child Safe Environment Procedures (in Child Safe Environment Policy) | Child Protection Procedures (in Child Protection Policy) | Complaint Handling Procedures (in Complaint Handling Policy)

### 9.3 Tools

Photography and Video Consent Form template (in Photography and Video Consent Form)  
[Active Supervision Guidelines \(ACECQA\)](#)  
 [Centre Support resources available on Karla Resources at centresupport.com.au]

## 10 Authorisation

<b>ELC Document Name</b>	<b>Social Media Policy</b>	
<b>Name of Reviewer:</b> Approved Provider	<b>Principal Andrew Neal</b>	<b>Signature:</b>
<b>Name of Reviewer:</b> Nominated Supervisor	<b>Kerry Osborn</b>	<b>Signature:</b>
<b>Date Revised</b>	<b>September 2024</b>  Reviewed annually and when there are changes that may affect child safety, including after any responses to incidents, disclosures or suspicions of harm or risk of harm. The review will include checks to ensure the document reflects current legislation, continues to be effective, or whether any changes and additional training are required	

## 11 History

Date	Amendment
September 2024	1. New policy