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## SOCIAL MEDIA POLICY

### QUALITY AREA 7: LEADERSHIP AND SERVICE MANAGEMENT

Document # QA7-S5

#### National Quality Standard (NQS)

Quality Area 4: Staffing Arrangements		
4.2	<b>Professionalism</b>	Management, educators and staff are collaborative, respectful and ethical.

Quality Area 7: Governance and Leadership		
7.1.1	<b>Service philosophy and purpose</b>	A statement of philosophy guides all aspects of the service's operations.
7.1.2	<b>Management systems</b>	Systems are in place to manage risk and enable the effective management and operation of a quality service.
7.1.3	<b>Roles and responsibilities</b>	Roles and responsibilities are clearly defined and understood and support effective decision making and operation of the service.
7.2	<b>Leadership</b>	Effective leadership builds and promotes a positive organisational culture and professional learning community.

#### Education and Care Services National Regulations

Children (Education and Care Services) National Law	
84	Awareness of child protection law
168	Education and care services must have policies and procedures
170	Policies and procedures must be followed
181	Confidentiality and storage of records
183	Storage of records and other documents

### Introduction

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

Globally the interest and participation in social media is growing at phenomenal rates. This interest also extends to businesses that are recognising that social media offers new opportunities to engage in conversations with customers and other communities with shared interests.<sup>1</sup>

Woden Early Childhood Centre (WECC) embraces social media as an important tool to engage with families and to promote the Centre. WECC is also aware that educators use social media in a personal capacity to reach out and share information and views.

## Goals

With the rapid growth and application of social media, WECC recognises the need to have a policy which ensures that educators, who use social media either as part of their job or in a personal capacity, have guidance as to WECC's expectations with regards to their social media engagement.

The '3 Rs of social media engagement' (the 3Rs) were designed to protect the interests of educators, families and WECC. In brief, the 3 Rs ask that when engaging in social media educators be clear about who they are representing, that they take responsibility for ensuring that any references to WECC are factually correct and accurate and do not breach confidentiality requirements, and that they show respect for the individuals and families with which they interact.

It is important to note that this policy does not apply to educator's personal use of social media platforms where the educator makes no reference to WECC-related issues. However, all staff and employees must remain aware that they represent and could be identified as an employee of WECC through any online activity.

Given the evolving nature of social media, this policy will be reviewed regularly to ensure it remains relevant and applicable.

If educators require clarification about aspects of this policy and how it applies to their own circumstances, they should contact the Nominated Supervisor or Centre Director in the first instance.

## Strategies

WECC appreciates the value in using social media to build more meaningful relationships with families, communities and other relevant stakeholders. If educators are officially asked to represent WECC in social media, or if they are discussing WECC or WECC business-related issues in their personal use of social media platforms, they are required to follow this policy.

### Social media tools

Social media tools include but not limited to:

- Social networking sites eg Facebook, Instagram, Snapchat, LinkedIn
- Video and photo sharing websites eg Youtube, TikTok, Whatsapp
- Micro-blogging sites eg Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopaedias such as Wikipedia
- Any other web sites that allow individual users or companies to use simple publishing tools.

### The 3 Rs

WECC's 3 Rs are Representation, Responsibility and Respect.

The 3 Rs apply when:

- Educators are authorised to represent WECC on social media platforms and are using a social media platform for business purposes.
- Educators choose to make references to WECC, its educators, families, and/or any other individual when using a social media platform in a personal capacity. Further information is outlined below.

#### Social media engagement for business purposes

Before anyone can become an authorised WECC representative on any social media platform, they must have approval from the Nominated Supervisor or Director.

This section outlines how the 3 Rs apply if educators are authorised to represent WECC as part of their job's responsibilities.

#### Representation

Educators are required to:

- Disclose that they are a WECC educator and be clear about what they are representing and what their role and accountabilities are
- Disclose only publicly available information. They must not comment on or disclose confidential WECC information (such as information about children attending WECC and their families, financial information, business performance, business plans, imminent departure of other educators). If any clarification is required about what WECC information is in the public domain, refer to material such as the website ([www.wodenchildcare.com.au](http://www.wodenchildcare.com.au)).

#### Responsibility

Educators are required to:

- Ensure that any content published is factually accurate and complies with relevant WECC policies, particularly those relating to confidentiality and disclosure
- Ensure they are not the first to make an announcement about WECC unless they have received the appropriate clearances and approvals
- Only offer information, support or comments on general topics
- Ensure they do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including WECC, its educators, its families, its committee, or any other business-related individuals or organisations
- Ensure they do not disclose other people's personal information in social media venues, and comply with the policies noted in the Related policies / documents section of this policy.

#### Respect

Educators are required to:

- Be respectful of all individuals with which they interact online
- Be polite and respectful of others' opinions, even in times of heated discussion and debate
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used. It is the educators' responsibility to be aware of and familiarise themselves with these
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Educators should check with the Nominated Supervisor or Director if they are not certain about what can be reproduced or disclosed on social media platforms.

#### Other uses of social media platforms

This section outlines how WECC's 3 Rs are applied if educators choose to make references to WECC, its educators or services, its competitors, and/or other business related individuals or organisations when they are using a social media platform in a personal capacity. It is important in these circumstances

that readers of educators' posts do not misconstrue these personal comments as representing an official WECC position.

#### Representation

Educators are required to:

- Identify themselves as WECC educators if they refer to WECC, its educators and families, or other business-related individuals or organisations
- Ensure they do not imply in any way that they are authorised to speak on WECC's behalf
- Ensure they do not knowingly use the identity of another WECC educator (including their name or variation of their name)
- Be mindful during social media engagements of the importance of not damaging WECC's reputation and/or bringing WECC into disrepute
- Disclose only publicly available information. They must not comment on or disclose confidential WECC information (such as financial information or the imminent departure of employees). If any clarification is required about what WECC information is in the public domain, refer to material such as the website ([www.wodenchildcare.com.au](http://www.wodenchildcare.com.au)).
- Not include WECC's logos or trademarks in their postings.

#### Responsibility

Educators are personally responsible for the content of their posts online. In this context, they have a ~~responsibility~~ responsibility to ensure that:

- Any information about WECC and its services that they provide is informed and factually accurate. If they wish to express opinions, it must be stated they are the educator's personal opinions
- If they are offering their personal perspective on a matter related to WECC, they must be mindful that their commentary and opinion does not cause damage, either real or perceived, to WECC.

Further, educators are required to:

- Use a disclaimer to ensure that their stated views and opinions are understood to be their own and not those of WECC. A disclaimer is required when
  - an educator refers to the work done by WECC
  - comments on any WECC-related issue
  - provides a link to the WECC website.
- Use a permanent disclaimer if they are referring regularly to WECC. For irregular WECC references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is "The views expressed in this post are mine only and do not necessarily reflect the views of Woden Early Childhood Centre."
- Reference only publicly available information such as that on the [www.wodenchildcare.com.au](http://www.wodenchildcare.com.au) website or in the WECC Family Handbook
- Ensure they are not the first to make a WECC announcement
- Ensure they do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about WECC, its educators, its families or other business-related individuals or organisations.

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## Respect

Educators are required to:

- Be respectful of all individuals and communities with which they interact online
- Be polite and respectful of other opinions, even in times of heated discussion and debate
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used. It is the educators' responsibility to be aware of and familiarise themselves with these
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Educators should check with the Nominated Supervisor or Director if they are not certain about what can be reproduced or disclosed on social media platforms.

## Breach of policy

As is the case with all of WECC's policies, if educators do not comply with this policy they may face disciplinary action.

This disciplinary action may involve a verbal or written warning or, in serious cases, termination of their employment or engagement with WECC.

WECC may seek to recover from the educator any costs incurred as a result of a breach of this policy. Educators may also be personally liable for any breakings of the law.

## Related policies / documents

- Acceptable use of computers, internet and email
- Computer use
- Confidentiality
- Privacy and confidentiality statement
- Privacy online.
- Code of conduct
- Cyber safety
- Volunteer and student
- Workplace health and safety
- Supervision

## Sources and references

- Australian Children's Education & Care Quality Authority. (2014).
- Early Childhood Australia Code of Ethics. (2016).
- eSafety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators>
- *Privacy Act 1988*.
- *Privacy and Personal Information Protection Act 1998*.
- Revised National Quality Standard. (2018).
- <http://exchange.telstra.com.au/wp-content/uploads/2012/09/telstra-3rs-policy-2012.pdf>

<b>Policy Reviewed</b>	September 2021	<b>Ratified Date</b>	<b>Next Review Date</b>
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<b>Modifications</b>	<ul style="list-style-type: none"> <li>• Existing Policy</li> </ul>	March 2014	March 2015

## Authorisation

Paul Halloran  
 President  
 202-22 WECC Management Committee







