



# Nature Alliance Family Day Care Service

## Social Media



### THE POLICY IN THIS SECTION IS REQUIRED BY

National Quality Standards for Early Childhood Education and Care and School Age Care (2018)  
Standards: 4.2, 6.1; 7.1; 7.1.3

#### PURPOSE:

Nature Alliance Social Media Policy outlines protocols for using social media to promote Educator's business and provides guidance for Educators in their personal use of social media.

#### SCOPE:

This Policy applies to the Nature Alliance Family Day Care Service and Family Day Care Educators and Educators who work in a relief capacity.

#### PRINCIPLES:

To act in a professional manner when using social media in a personal or promotional capacity.

#### POLICY:

Nature Alliance is committed to ensuring Educators are aware of, and understand the Social Media Policy; enabling them to use social media as a communication tool, to engage with the community, or to distribute content on behalf of Nature Alliance. This includes posting to the official Nature Alliance Facebook Page, participating as a representative on a third-party site (e.g. external blog, news comment, online forum) or utilising online engagement tools and platforms (e.g. group chat forums).

This policy also provides guidance to educators in their personal use of social media.

#### Official use of social media

The same high standards of conduct and behavior expected of Nature Alliance Educators also apply when participating online through social media. Online participation should reflect and uphold the values, integrity and reputation of Nature Alliance and their Educators.

Comments made through Family Day Care media accounts must not:

- Endorse or make judgements about specific providers, children, families or services
- Discuss circumstances surrounding Educator's specific relationship with or management of service partners or providers
- Make personal judgements about how providers have implemented program guidelines
- Represent or speak on behalf of another Nature Alliance educator (i.e. don't discuss other business without the prior consent and advice of the relevant business area).

If an online discussion involves specific individual circumstances or personal details, the moderator must 'switch channel' by directing members of the group to an alternative medium (e.g. telephone, direct message, email, letter, face-to-face) as appropriate.

### Key principles for official use of social media:

All Educators who use or deploy social media as an official communication tool need to be familiar with, and apply the following key principles:

- **Maintain confidentiality** – only post publicly available information. Don't disclose or discuss official or classified information, make commitments or engage in activities on behalf of Nature Alliance, unless you are authorised by the Service to do so.
- **Protect and respect privacy** – check the account privacy settings are appropriate for the scope of engagement you wish to undertake. Protect your own privacy and personal information. Don't share private details of others. Don't disclose details of private conversations unless you have obtained explicit consent from the relevant parties.
- **Be impartial** – avoid statements that advocate or criticise policies of government or political parties. Avoid conflicts of interest through endorsement or criticism of third-party providers, partners, products or services. Avoid expressions of personal opinion.
- **Be respectful** – be courteous and polite. Be sensitive to diversity. Avoid arguments and don't make personal attacks. Do not post obscene, defamatory, threatening, harassing, discriminatory or hateful content.
- **Be accurate** – make sure information you publish is correct and cite sources where appropriate.
- **Consider intellectual property** - respect copyright. Always get permission to use words, images or materials online that you do not own.
- **Think first** – review your content before you post it. Remember that you are responsible for your actions. You should consider the impact your activities could have on yourself and / or Nature Alliance. Use your common sense and best judgement. If you are not sure, check with the Service first. *If in doubt, leave it out!*

### **Personal use of social media**

Educators should be aware that content published on social media is, or may become publicly available, even from personal social media accounts. Educators must ensure they:

- Are mindful that their behaviour is bound by the Values and Code of Conduct of Nature Alliance – even outside work hours when material is posted anonymously or using an alias or pseudonym
- Make clear that any views expressed are their own, and not those of Nature Alliance
- Don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about work, colleagues or peers
- Don't post comments or images that are, or could be perceived to be:
  - Made on behalf of Nature Alliance
  - So harsh or extreme in criticism that they raise questions about the capacity to work professionally or impartially as an Educator (such comments would not have to relate directly to their area of work)
  - compromising the capacity to fulfil duties as an Educator in an impartial and unbiased manner. This applies particularly where comment is made about Nature Alliance policies and programmes
  - unreasonable criticism of Nature Alliance Educators or other stakeholders
  - compromising public confidence in Nature Alliance or Family Day Care

### **The Internet is forever**

What you publish on the internet can remain public for a long time. Content can also be replicated and shared beyond the original intended audience and sent to recipients who were never expected to see it, or who may view it out of context. You should be aware that according to the terms and conditions of some third-party sites, the content you create is the property of the site where it is posted and so may be re-used in ways which you had not intended.

Before you post to a social media site you should understand the tool/platform you are using. It is recommended that you read the terms of service and user guides and look through existing content to get an idea of the posting etiquette and any cultural and behavioural norms associated with the social media platform you intend to engage with.

You should not rely on a social media site's security settings as a guarantee of privacy. You should also adjust your privacy settings according to your own needs. Bear in mind, even if you do not identify yourself online as a Nature Alliance Educator, you could nonetheless be recognised as such.

### **Implications of non-compliance**

As a member of Nature Alliance, your behavior both in and out of the workplace, must be consistent with the Values and Code of Conduct.

A failure to comply with this Policy may constitute a breach of the Code of Conduct. Examples of failure to adhere to the Code of Conduct in a social media setting include:

- making derogatory or obscene posts about a Service member, Educator, Guardian or child in care on a social networking site
- posting derogatory comments or images about families, staff or children from a personal account
- disclosing non-publicly available information in a public post

If an Educator is found to have breached the Code of Conduct they may be issued a Compliance Notice or have their membership terminated.