



Social Media

Policy Statement

NBCA understands social media is commonly and frequently used by staff and families. Social media platforms are not to be used to discuss or disclose information relating to any aspect of NBCA or any other service in the community.

Implementation

- Staff, families and visitors must adhere to strict personal and professional behaviour when using social media, respecting people's rights, privacy and confidentiality. Where the service has a public social media profile stringent measures will be followed to ensure permission, privacy and advocacy of all educators, families and children.
- Staff and families should be aware of the effect their actions may have on their image, as well as NBCA's image. The information published may be public information for a long time.
- Employees and families are encouraged to join official social media pages dedicated to the service. NBCA social media pages will include information about the services day to day experiences, menus and reminders. Photos and videos of children and employees may be included with written permission however they cannot be duplicated or shared on any social media outlet.
- NBCA employees or anyone using the service is not to negatively identify themselves or other NBCA employees in any form of social media.
- Staff and families are not to post or engage in social networking that involves any form of harassment, bullying, defamation or any inaccurate, ill-considered, insulting or impetuous remarks in relation to NBCA, other services, staff, children or other families.
- If staff or families encounter a situation while using social media that is inappropriate or threatens to become antagonistic, they should disengage from the situation and seek advice from the director.
- If the director deems that there are inappropriate interactions involving social media, they can instruct the involved parties to stop. If it is repeated or continues, employment or enrolment can be terminated without notice.
- NBCA reserves the right to contact, formally warn, terminate enrolment or employment or lay charges against anyone who commits any form of slander or misuse of social media.



Policy Links

Policies:

- Code of Conduct
- Compliance and Quality Improvement
- Employment
- Family and Community Partnership
- Interactions with Children, Families and Staff
- Programs and Documentation
- Students, Visitors and Volunteers
- Technology

NQS: 7.1

Regulations: 77 – 80 and 168

Sources:

- Service Information Handbook
- National Quality Framework
- NBCA Employee Handbook

Policy Document Status

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Directors Signature:



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Committee Representative Signature:



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