

SOCIAL MEDIA POLICY

We recognise both the benefits, and challenges, of using Facebook and other social media platforms in the early childhood setting. This policy has been developed to provide employees, families, volunteers and students with standards of use as they engage in conversations or interactions using social media for official, professional and personal use.

NATIONAL QUALITY STANDARD (NQS)

QUALITY AREA 7: GOVERNANCE AND LEADERSHIP		
7.1.1	Service philosophy and purposes	A statement of philosophy guides all aspects of the service's operations.
7.1.2	Management Systems	Systems are in place to manage risk and enable the effective management and operation of a quality service that is child safe.
7.1.3	Roles and Responsibilities	Roles and responsibilities are clearly defined and understood and support effective decision making and operation of the service.
7.2	Leadership	Effective leadership builds and promotes a positive organisational culture and professional learning community.

EDUCATION AND CARE SERVICES NATIONAL LAW AND NATIONAL REGULATIONS	
S. 162A	Child protection training
S. 165	Offence to inadequately supervise children
S. 167	Offence relating to protection of children from harm and hazards
84	Awareness of child protection law
181	Confidentiality and storage of records
183	Storage of records and other documents

RELATED LEGISLATION

<i>Privacy Act 1988</i> (the Act)	<i>Privacy and Personal Information Protection Act 1998</i>
<i>Crimes Act 1900</i>	

RELATED POLICIES

Child Protection Policy	Photograph Policy
Child Safe Environment Policy	Privacy and Confidentiality Policy
Code of Conduct Policy	Respect for Children Policy
Cyber Safety Policy	Responsible Person Policy
Dealing with Complaints Policy	Safe Use of Digital Technologies and Online
Dealing with Complaints Policy (Staff)	Environments Policy
Family Communication Policy	Student, Volunteer and Visitors Policy
Health and Safety Policy	Supervision Policy
Interactions with Children, Family and Staff Policy	Work Health and Safety Policy
Privacy and Confidentiality Policy	

PURPOSE

Being part of our Service and actively creating and maintaining a child-safe culture, entails a position of trust and responsibility from all stakeholders. This policy provides guidelines and expectations for all staff and families to ensure child safe practices. We aim to ensure that our Service, children, educators, and/or families are not compromised in any form on Facebook, or any other social media platform and that all social media usage complies with our Service’s philosophy, relevant policies, and our code of conduct. Our Service practices align with the [National Model Code](#) and Guidelines for taking images or videos of children and embeds the National Principles for Child Safe Organisations into our culture and service operations.

SCOPE

This policy applies to children, families, staff, educators, management, approved provider, nominated supervisor, students, volunteers and visitors of the Service.

IMPLEMENTATION

Social media is defined as *“forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)”* (Merriam-Webster dictionary).

We recognise that there are many advantages in using social media to network within Service operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate may provide thought-provoking discussion, there are guidelines in place to ensure that our Service remains open and welcoming for children, families, and staff.

The National Principles for Child Safe Organisations recognise the importance of safe physical and online environments to promote safety and wellbeing of all children. Our Service has the responsibility to ensure children, educators and staff are protected from harm when they engage with digital technology including social media.

This policy applies to all forms of social media including (but not limited to):

- Social networking sites e.g., Facebook, Twitter, LinkedIn
- Image sharing sites e.g., Instagram, Snapchat
- Music/dance videos e.g., Tik Tok
- Video hosting sites e.g., YouTube and Vimeo
- Community blogs e.g., Tumblr and Medium
- Discussion sites e.g., Reddit and Quora

NATIONAL MODEL CODE AND GUIDELINES

Our Service implements the recommended practices released by ACECQA regarding the [National Model Code](#) and associated Guidelines. Our Service will ensure educators, staff, students and visitors adhere to the following practices at all times children are educated and cared for at our Service:

- personal electronic devices must not be used to take images, record audio or capture videos of children being educated and cared for at the Service
- personal electronic devices, including phones and smartwatches, must not be in the possession of any person while working directly with children within the children's environment
- only electronic devices issued by the Service are used to record and store images and videos of children
- Service electronic devices are not to be taken out of the Service/ away from Service premises except where required for operational activities, for example excursions or transportation
- procedures are followed regarding safe storage and restricted access of images and videos of children

SERVICE FACEBOOK ACCOUNT

Our Service has a Facebook account to converse and share information with our families and community, which is administered by the approved provider and nominated supervisor.

Only current enrolled families and staff will have access to the Service Facebook page. The page is locked as "Privacy type: Closed: Limited public content. Members can see all content." The approved provider/nominated supervisor will be responsible for accepting requests to join from new families.

The intent for our Service Facebook page and is to:

- keep families in touch with what's happening at the Service, including upcoming and special events.
- connect with other parents and share thoughts about programs, policies, and procedures
- provide an avenue to ask parents their thoughts and provide appropriate research-based information on common child rearing issues.
- provide educational information to families and employees.

NOTE: The Service Facebook must not be used for personal comments or discussions.

PRIVACY

- All staff and educators must remain aware that they represent and could be identified as an employee of the Service through any online activity
- Staff and educators must maintain appropriate privacy of families, employees, students, children and volunteers, including when they have obtained permission to publish content to the Service Facebook account
- Absolutely no written content will be published to Facebook without the implicit and written permission of families to whom the content relates
- Our Service will gain implicit and written family permission prior to posting photos of children.
- Passwords will not be shared without authorisation from management
- Our Service will remain up to date with any changes to Facebook ensuring privacy setting remain up to date
- Upon resignation of an employee management will ensure access to Service accounts, including Facebook and email, is restricted immediately.

THE APPROVED PROVIDER AND NOMINATED SUPERVISOR WILL:

- ensure that obligations under the *Education and Care Services National Law and National Regulations* are met
- ensure educators, staff, students, visitors and volunteers have knowledge of and adhere to this policy and associated procedure
- ensure all staff, educators, volunteers and students are aware of current child protection law, Code of Conduct, National Principles for Child Safe Organisations, National Model Code and their duty of care to ensure that reasonable steps are taken to prevent harm to children
- ensure all staff, educators, students and volunteers are aware of their mandatory reporting obligations and promptly report any concerns related to child safety, including inappropriate use of

digital platforms and online environments to the approved provider or nominated supervisor [See *Child Protection Policy*]

- report any suspected cases of online abuse to the relevant authorities, including the e-Safety Commissioner and Police, in accordance with legal requirements and child protection obligations
- ensure families are aware of our *Social Media Policy and Safe Use of Digital Technologies and Online Environments Policy* and procedure and are advised on how and where the policy can be accessed
- obtain parent/guardian written authorisation/consent to collect and share images or videos of their children online
- ensure families are informed of the intended use for images and/or videos, including social media or other purposes
- ensure educators teach children consent for image taking to develop respectful social media use
- be responsible for determining who is authorised to upload images and videos of children and staff onto secure social media platforms
- ensure all images and videos of children are stored securely with password protection and used in accordance with Service policies
- ensure personal information about families, children and staff that reveals their identity is not posted on-line
- photos or videos posted on social media of children must be appropriate in nature and must not show children in distress, in a position that may be perceived as sexualised or in a state of undress, including where genitalia may be exposed
- ensure the highest level of privacy settings are established and maintained on the account
- ensure all passwords are kept confidential
- log out of Facebook or any social media platform when not in use and prior to leaving the Service
- regularly scan online content related to the Service to ensure appropriateness
- adhere to our *Dealing with Complaints Policy* and procedures to investigate any occurrences where a person working at the Service may:
 - post photos or information of the Service or children
 - defame, harass or bully any other person who works at the Service or is connected to the Service
- ensure that any staff or educator found guilty of any misconduct (on both the Service Facebook page and any Facebook page or other social media platform) is aware that this may result in disciplinary procedures or termination of employment. Police and child protection authorities may be involved in an investigation.

THE APPROVED PROVIDER, NOMINATED SUPERVISOR, EDUCATORS, STAFF MEMBERS, VOLUNTEERS AND STUDENTS WILL NOT:

- have access to any personal electronic devices used to take photos, record audio or capture video of children who are being educated and cared for at the Service
- access personal Facebook accounts or any other social media accounts on any workplace device whilst educating and caring for children
- post any photos taken of the children enrolled at the Service on their personal Facebook or any other social media account
- post any information about the Service, colleagues, children, or families on any personal social media account
- vilify, harass or bully any other person who works at the Service, family or community member connected to the Service
- post offensive or derogatory comments or information that could bring their professional standing or that of the Service into disrepute
- use their personal camera, phones or any other electronic device to take photos or video whilst at the Service.

PERSONAL SOCIAL MEDIA ACCOUNTS

The Service does not recommend that staff add families of the Service to personal social media accounts as they will still be seen as a representative of the Service and required to uphold the Service's Code of Conduct on all posts. It is extremely important not to post information about the Service, colleagues, children, or families on personal social media accounts, as this not only contravenes the Service policies and *Code of Conduct* but is considered a breach of the Commonwealth's *Privacy Act 1988* and *Privacy and Personal Information Protection Act 1998*.

FAMILIES:

- will adhere to our Service's *Social Media Policy*
- will provide written authorisation/consent for the Service to take images or video of their child on Service issued electronic devices and upload to social media platforms
- will not use personal electronic devices, such as mobile phones, smart watches or META sunglasses, to take photos, record audio, or capture video of children being educated and cared for at the Service

- will not use images of children obtained via the Service’s app for learning and observation purposes or photos images posted on Facebook or other social media platforms to publish on their own social media as the Service has no control over these images once they are in the public domain
- are aware they have the choice to withdraw their child’s consent to have images or videos posted on social media at any time
- are provided with clear information on how to make a complaint and our complaint handling processes (see *Dealing with Complaints Policy*).

BREACH OF POLICY

Any breach of this policy that places a child at risk of harm will be investigated immediately. Staff members or educators who fail to adhere to this policy may be in breach of their terms of employment and may face disciplinary action. Visitors or volunteers who fail to comply to this policy may face termination of their engagement. Family members who do not comply with this policy may place their child’s enrolment at risk and limit the family members access to the Service.

RESOURCES

Australian Children’s Education & Care Quality Authority. (2024). [National Model Code for Early Childhood Education and Care](#)

Australian Children’s Education & Care Quality Authority. (2025). [NQF Online Safety Guide](#)

Australian Children’s Education & Care Quality Authority. (2024). [Taking Images and Video of Children While Providing Early Childhood Education and Care. Guidelines For The National Model Code.](#)

Australian Government Office of the eSafety commission www.esafety.gov.au/early-years
eSafety [Early Years Checklist](#)

CONTINUOUS IMPROVEMENT/REFLECTION

Our Service will continue to evaluate and assess our online safety practices through critical reflections, checklists, professional learning and discussions with families and staff. Our *Social Media Policy* will be updated and reviewed annually in consultation with families, staff, educators and management. Educators and staff will complete online training through the [eSafety Commissioner](#) to ensure staff remain up to date with current research and are aware of how to report inappropriate content on social media sites.

RELATED RESOURCES

Media Authorisation – Child	Media Authorisation – Staff
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SOURCES

Australian Children’s Education & Care Quality Authority. (2025). [Guide to the National Quality Framework](#)

Australian Children’s Education & Care Quality Authority. (2023). [Embedding the National Child Safe Principles](#)

Australian Children’s Education & Care Quality Authority. (2024). [National Model Code for Early Childhood Education and Care.](#)

Australian Children’s Education & Care Quality Authority. (2025). [NQF Online Safety Guide](#)

Australian Children’s Education & Care Quality Authority. (2024). [Taking Images or Videos of Children While Providing Early Education and Care. Guidelines for the National Model Code.](#)

Dictionary by Merriam-Webster

Early Childhood Australia Code of Ethics. (2016).
[Education and Care Services National Regulations.](#) (Amended 2023).

eSafety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators>
Privacy Act 1988.

Privacy and Personal Information Protection Act 1998.

[Western Australian Legislation Education and Care Services National Regulations \(WA\) Act 2012](#)

REVIEW

POLICY REVIEWED BY	Rosie Hamilton	Director	
POLICY REVIEWED	AUGUST 2025	NEXT REVIEW DATE	AUGUST 2026
VERSION	V12.08.25		
MODIFICATIONS	<ul style="list-style-type: none"> • annual policy review • additional information added to strengthen child safety within policy and comply with recommendations for the National Principles for Child Safe Organisations and National Model Code • new section added: <i>Families</i> • sources updated as required 		
POLICY REVIEWED	PREVIOUS MODIFICATIONS	NEXT REVIEW DATE	
AUGUST 2024	<ul style="list-style-type: none"> • policy maintenance - no major changes to policy • National Model of Code and Guidelines added to policy • hyperlinks checked and repaired as required • updated sources • Childcare Centre Desktop related resources added 	AUGUST 2025	