



Wellington  
Preschool Inc.

ABN 64 569 907 494

PO Box 127

Sandown Village Vic 3171

**WELLINGTON PRE SCHOOL**  
**SOCIAL MEDIA POLICY - 2023**



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## **PURPOSE**

The policy will provide guidelines to ensure all users (staff employed at Wellington Pre School, as well as the parent volunteers that form the Committee of Management and the parents and guardians of the Preschool) of the social media policy

- understand and follow procedures to ensure the safe and appropriate use of social media at Wellington Preschool.
- take responsibility to protect and maintain privacy in accordance with the service's Privacy and Confidentiality Policy
- are aware that only those persons authorized by the approved provider are permitted to access Social media at the service
- understand what constitutes illegal and inappropriate use of social media and avoid such activities.
- understand and follow professional use of social media and other information sharing platforms

## **POLICY STATEMENT**

### **1. VALUES**

Welling Preschool is committed to:

- professional, ethical and responsible use of social media at the service.
- Engaging and communicating with families of children enrolled at the center as well as prospective families and the local community with social media.
- ensuring that the use of the service's social media complies with all service policies and relevant government legislation.
- providing management, educators and staff with online information, resources and communication tools to support the effective operation of the service.
- Maintaining the privacy and confidentiality and the online safety of children attending the kindergarten and the families of children who attend.



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## **2. SCOPE**

This policy applies to the committee of management, early childhood teachers, educators, staff, students, volunteers and guardians who wish to have their children enrolled at the kindergarten, or have children already enrolled at the kindergarten, their extended families, and volunteers or students undertaking placement at the kindergarten.

This Social media policy will cover any form of online or web-based publication, forum or presence that allows interactive communication, including, but not limited to, the Website, Facebook, LinkedIn, Instagram, blogs, forums, discussion boards, whatsapp chat rooms, Wikis, Twitter and YouTube.

For the purpose of the policy, the guiding principles and expectations also expand to the use of HubHello (or any other enrolment platform used) and SeeSaw (or any other learning journal platform used).

## **3. BACKGROUND**

There is great potential for the use of social media in the community in terms of educational outcomes and as a means of communication and promoting the kindergarten for marketing purposes.

It is recognized that many forms of Social Media are used to interact with The Committee of Management, staff, parents/guardians who wish to have their children enrolled at the kindergarten, or have children already enrolled at the kindergarten, their extended families, and volunteers or students undertaking placement at the kindergarten.

While social media is a cost-effective, timely and efficient tool for research, communication and management of a service there are also legal responsibilities in relation to information privacy, security and the protection of employees, families and children.

However, employees and committee members also need to understand the expectations of Wellington Pre School when using social media in a professional and personal capacity as there are also workplace risks that must be appropriately managed.



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## 5. PROCEDURES

1. Hub hello remains the primary communication tool between teachers/committee of management and families on a daily basis.

2. However the Wellington Preschool Facebook, instagram page is used as an additional means of communication and marketing between the service, current families, past families, prospective families and the local community.

3. The social media pages and website will be updated as and when required to do so

4. The photos of those parents and children who have provided their consent on the enrollment form on Hub hello to have their photos up on social media and the website and have also signed an additional document (permission notice for publications and media ) will be used only to promote an event or for publications purposes on facebook, instagram and the official website of the preschool.

3. The Administrators of the social media page will be the duty of the Advertising and social media coordinator in partnership with the Executive Committee, educational leader and nominated co educator. They will need to –

- be familiar with the social media pages and how it functions;
- have an understanding of the Code of Conduct and accepted ethical/professional behaviours of the kindergarten;
- have the authority to respond to feedback and enquiries;
- know when to seek advice from others (eg. about content of response, how to respond or legal/ethical advice);
- know when to escalate the matter to the Educational Leader for response;
- be confident in uploading content or linking to files.

The Wellington Preschool social media pages must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns or to promote other businesses. However the page may be used to thank local businesses for their support of the kindergarten.

1. Any complaints relating to the content of the Social media page or breaches of this policy will be dealt with in accordance with the kindergarten's Complaints and Grievances policy where appropriate.

2. Any person using the Facebook and instagram page inappropriately may be blocked by Administrators.



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3. Families using apps such as WhatsApp to communicate with other families will ensure that comments posted are within the parameters of The Code of Conduct Policy and the Privacy Policy.

## 6. GUIDING PRINCIPLES

Employees of the preschool and committee members must recognise:

- online behaviour should at all times demonstrate respect for all;
- the need to behave in an ethical manner when using the kinder's social media accounts and communication platforms.
- their ability to serve as a positive role model for students and as a representative of Wellington Pre School is a critical aspect of their employment; and
- social media activities may be visible to current, past or prospective staff, students and parents.

## 7. KEY RESPONSIBILITIES

The Advertising and social media officer is responsible for –

- Updating the social media pages and the website with regular content for fundraising and marketing purposes adhering to this policy.
- ensuring this policy is implemented;
- developing and reviewing this policy;
- authorizing any changes to this policy in collaboration with the Committee members and Educational leaders;
- monitoring complaints and incidents regarding this policy.
- removing any inappropriate comments or posts.

The Executive Committee Members /employees at Wellington PreSchool are responsible for –

- regularly reviewing the content of the social media and website pages
- ensuring the content of the social media pages and apps such as WhatsApp reflect the values and purpose of this policy and philosophy of the kindergarten;
- ensuring the content, including comments, of the social media page and apps such as WhatsApp adhere to the Kindergarten's code of conduct;
- comply with copyright and privacy laws and obligations; and
- not post inappropriate material or commentary that breaches other policies outlining expected behaviours of employees at Wellington Pre School

Parents/guardians are responsible for –



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- respecting the rights and confidentiality of other children and their families when using the social media pages or apps such as WhatsApp;
- adhering to the points contained within this policy and the kindergarten's Code of Conduct when using the Facebook and Instagram page or apps such as WhatsApp;
- Notifying Committee of Management or education leaders if there are concerns over a breach of this policy to the [wellingtonpresident@gmail.com](mailto:wellingtonpresident@gmail.com) or [wellington.kin@kindergarten.vic.gov.au](mailto:wellington.kin@kindergarten.vic.gov.au)

## 8. PERSONAL USE OF SOCIAL MEDIA

It is recognized that employees and committee members may use social media in their personal life. However, it is also recognized that such use may impact on the employment relationship. Accordingly, committee members and employees' personal use of social media must:

- not bring Wellington Pre School into disrepute or interfere with, or impede, an employee's duties or responsibilities to the kinder or students;
- comply with other policies of Wellington Pre School and professional standards that outline expected behaviours of employees when posting personal comments that relate to, or can be identified as relating to, kinder issues (eg. discussing or referencing employees, students, policies or anything related to, or reflecting upon Wellington Pre School);
- Not have a conflict of interest. It is the personal choice of Educators, Committee members and parents to accept friend requests from each other.

## 9. SOCIAL MEDIA RISKS

The following are some of the major risks associated with the use of social media:

- reputational damage to organizations and people;
- disclosure of confidential information;
- posting of offensive, bullying, harassing, and discriminatory material;
- misuse of intellectual property; and
- for teachers, breaching the *Victorian Teaching Profession Code of Conduct* issued by the Victorian Institute of Teaching.



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## 10. CONSEQUENCES OF BREACHING THIS POLICY

Non-compliance with this policy may be grounds for disciplinary action, up to and including forwarding to the relevant disciplinary organizations for action depending on the circumstances.

## 11. EVALUATION

In order to assess whether the values and purposes of the policy have been achieved, the Advertising and Social media Coordinator appointment by the Executive Committee and Educators of the Wellington Preschool will:

- regularly seek feedback from everyone affected by the policy regarding its effectiveness;
- monitor the procedures in relation to this policy;
- keep the policy up to date with current legislation, research, policy and best practice;
- revise the policy and procedures as part of the service's policy review cycle, or as required;
- notify the Educators and Executive Committee before making any changes to this policy or its procedures.

## 12. LEGISLATION

The Social Media Policy has linkages to other relevant School policies and professional expectations, for example The following have been considered when drafting this social media policy –

:

- Victorian Teaching Profession Code of Conduct issued by the Victorian Institute of Teaching
- Legislation outlined in the ICT policy
- Information and Communication Technology Policy
- Privacy Policy
- Education and Care Services National Law Act 2010
- Education and Care Services National Regulations 2011
- Early Childhood Australia Code of Ethics
- Guide to the National Quality Standard (3) Australian Children's Education and Care Quality Authority (ACECQA) 2011
- All relevant policies and procedures outlined on the official website of the school.  
[www.wellingtonpreschool.org.au/policies](http://www.wellingtonpreschool.org.au/policies)



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The most current amendments to listed legislation can be found at:

- Victorian Legislation – Victorian Law Today: <http://www.legislation.vic.gov.au/>
- Commonwealth Legislation – ComLaw: <http://www.comlaw.gov.au/>

## **POLICY REVIEW**

This Policy will be reviewed every two years.

Next review date: February 2025.