



**Cumberland Pre-School Kindergarten**  
4 Tweed Street  
Cumberland Park 5041  
Ph: 8293 7327  
Fax: 8371 4963  
Email: dl.4639.leaders@schools.sa.edu.au



**Government of South Australia**  
Department for Education

## **POLICY & PROCEDURE - SOCIAL MEDIA**

### **QUALITY AREA 2: CHILDREN'S HEALTH AND SAFETY**

#### **Background**

The use of social media websites and applications as a means of communication has grown rapidly over the last few years. The Department for Education (DfE) endorses and encourages the use of social media as a legitimate tool for aiding communication and enhancing teaching and development.

In addition to a website Cumberland Preschool Kindergarten has a Facebook page as a way of sharing information, interacting, building community relationships, and improving communication with the families of the Cumberland community.

#### **Principles**

This policy and procedure has been developed based on the following principles:

- Online safety is an important aspect of the duty of care owed to all people participating in approved Cumberland Kindergarten activities;
- Social media can play a role in promoting Cumberland Kindergarten in a positive aspect;
- Staff, parents and volunteers can feel confident in the use of social media when connected to Cumberland Kindergarten activities;
- Educators will use both the Kindergarten's and their own social media site in a responsible and safe manner that reflects positively on both the Kindergarten and themselves in accordance with DfE policy.

#### **Scope**

This policy and procedure applies to all staff, children, families, volunteers and/or contractors.

#### **Context**

DfE Social Media Policy

DfE Social Media Guideline

Code of Ethics for the South Australian Public Sector

ICT Security Standard

Keeping Safe: Child Protection Curriculum

Internet Access and Use Policy

Protective practices for staff and their interactions with children and young people  
Guideline

Acceptable Use Policies for Schools, Preschools and Children's Services Sites Standard

## PROCEDURE

### Overview

The account administrators of the Cumberland Preschool Kindergarten's social media will be the kindergarten staff, with the Director and at least one other staff member holding administrator responsibilities at any one time. In accordance with the DfE and the following guidelines the administrators will be responsible for updating the page with relevant information about the kindergarten, uploading photos of the educational program, promoting kindergarten events, responding to questions from the local community, creating links to the Cumberland Preschool Kindergarten website or other relevant websites and moderating or removing any comments deemed to be unacceptable or inappropriate.

Upon enrolment families will be informed of the Social Media Policy and will be asked to sign a "permission to use likeness, image, voice, performance and/ or creative work of children" form.

Educators will:

- Refrain from adding parents or caregivers as 'friends' or 'following them' on social media, eg. Facebook. Educators are able to join the same groups or 'like' the same pages.
- Speak positively about children and parents in comments and avoid making comments about their workplace that if seen by colleagues would cause embarrassment or hurt or affect the reputation of the workplace.
- Be aware that their responsibilities under the Code of Ethics for South Australian Public Sector also apply when using social media.
- Ensure images of children on a social media platform (eg. Facebook) do not include any names identifying any of the children in the image, or any part of the face that identifies the child and care will be taken not to reveal personal information about them
- Be aware that when a child is shown in an image (eg. website photos) administrators must ensure each child shown in the image has a signed consent form
- Provide families a reminder note with their kindergarten group photo (taken by the professional photographer) asking that they do not post the image on social media. A reminder message will also be posted on the kindergarten Facebook page

Families will:

- Be able to 'like' the Kindergarten's Facebook ([www.facebook.com/Cumberland-Preschool-Kindergarten](http://www.facebook.com/Cumberland-Preschool-Kindergarten)) page in order to keep track of events and updates
- Be able to access the Kindergarten's website ([www.cumberkgn.sa.edu.au](http://www.cumberkgn.sa.edu.au))
- Be given the administration mobile number if communication via text is required or for emergency contact (eg. excursions)
- Report grievances appropriately according to DfE and Kindergarten guidelines. Any comments on personal pages that are perceived as threats, harassment or defamation may be subject to investigation
- Refrain from posting any photos online (containing any child other than their own) that were taken at the Kindergarten or on excursion

- be aware of the privacy and security concerns of identifying their children online, within the 'acceptable use' conditions. If they still choose to identify their children, then it is their decision to do so.

Further information on Cyber Safety can be found at the Office of the eSafety Commissioner ([www.esafety.gov.au](http://www.esafety.gov.au)) which is an Australian Government website that has quality resources for educators, parents, children and young people about online safety, including social media.

If staff notice inappropriate or unlawful online content relating to the department, or content published in breach of this policy, this should be reported to the Communications Directorate at [Education.SocialMedia@sa.gov.au](mailto:Education.SocialMedia@sa.gov.au) or 8207 2197. If the issue requires urgent attention contact the South Australian Police on 131 444 and follow their advice.

<b>Version #</b>	<b>Approval Date</b>	<b>Approved By</b>	<b>Review Cycle</b>	<b>Review Date</b>
<b>1.0</b>	<b>August 2017</b>	<b>Governing Council</b>	<b>2 years</b>	<b>August 2019</b>
<b>2.0</b>	<b>October 2021</b>	<b>Governing Council</b>	<b>2 years</b>	<b>October 2023</b>