

Multi-Media Policy

We recognise both the benefits and challenges, of using multi-media, including but not limited to print media, Facebook, photography, websites and all social media platforms in our Out of School Hours Care. This policy has been developed to provide employees, families, volunteers, and students with 'standards of use' as they engage in conversations or interactions using multi-media for official, professional, and personal application.

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
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 REGULATIONS	
84	Awareness of child protection law
181	Confidentiality and storage of records
183	Storage of records and other documents

RELATED POLICIES

Providing a Child Safe Environment Policy Staff Code of Conduct Child Protection Policy Interactions with Children Policy	Privacy Policy Staffing Policy Supervision Policy Work Health and Safety Policy Family Handbook
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PURPOSE

Being part of our service entails a position of trust and responsibility. We aim to ensure that our OSHC service, children, educators and/or families are not compromised in any form on our multi-media platforms and that all multi-media usage complies with our service's philosophy, relevant policies, and the code of conduct.

SCOPE

This policy applies to children, families, staff, management, and visitors of the OSHC service.

IMPLEMENTATION

Multi-media means that computer information can be **represented through audio, video, and animation** in addition to traditional media (i.e., text, graphics drawings, images). All forms of information gathering form the multi-media platform.

We recognise that there are many advantages in using various forms of multi-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 employees alike.

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 OSHC service has the responsibility to ensure children and educators are protected from harm when they engage with all forms of technology, printed material and social media.

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

- Social networking sites e.g., Facebook, Twitter, and LinkedIn.
- Image sharing sites e.g., Instagram and 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
- Newsletters, print and promotional material
- Displays
- Websites
- Photography

Service Facebook Account

Our OSHC service has a Facebook account to converse and share information with our families and community, which is administered by the NWCM Marketing Coordinator.

The NWCM Marketing Coordinator will be responsible for monitoring the persons who like or follow the public NWCC Facebook page.

Only current employees will have access to the Staff Facebook page. The page is locked as “Privacy type: Closed: Limited public content. Members can see all content.” The NWCM Marketing Coordinator will be responsible for accepting requests to join from new employees and to remove them when they resign.

The intent for our service Facebook page is to:

- Keep families in touch with what's happening at the OSHC service, including upcoming and special events
- Connect with other parents and share thoughts about menus, 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 account must not be used for personal comments or discussions.

PHOTOGRAPHY

Our service needs to, from time to time, update and maintain a library of photos showing the children enjoying the activities they are involved in. Predominantly, these will be activity related, group shots, where the focus is not on the individual. These photos are used to promote service activities through newsletters, promotional flyers, website, and our social media platforms. Images are only used within the guidelines of the Privacy Act and with the expressed permission of the parent/guardian at the time of enrollment.

The NWCM Marketing Coordinator will be responsible for monitoring the photography process and its usage within all our multi-media platforms.

For occasional promotional photography, NWCC currently uses a trusted external provider, who will take and store all photography within the agreed boundaries of the NWCC privacy policy. The link to these photographs will only be provided to the NWCM Marketing Coordinator for use in alignment with current NWCC policy.

To inform a child's parent/guardian, individual images may be taken by NWCC staff of their child/ren from our service, engaging in experiences and activities. These images must not include other children unless they are siblings.

Employees studying various childcare courses may from time to time, be required to take photos of the children as part of their course work, again in line with our privacy policy, and authority given at enrolment.

PRIVACY

- All employees must remain aware that they represent and could be identified as an employee of the service through any multi-media activity.
- Employees must maintain appropriate privacy of families, staff members, students, children, and volunteers, including when they have obtained permission to publish content to the service Facebook account or any other form of multi-media.
- Absolutely no written content will be published without the implicit and written permission of families to whom the content relates, including, but not limited to, testimonials used to promote our services.
- Our OSHC service will gain implicit and written family permission at enrolment, prior to posting photos and videos of the children.
- Any passwords required throughout the multi-media platform, will not be shared without authorisation from management, including, but not limited to, Facebook accounts, websites, and centre laptops.
- Our OSHC service will remain up to date with any changes to social media ensuring privacy settings remain up to date.

Regarding the OSHC service multi-media, NWCM will:

- Obtain written authorisation at enrolment, from a child's parent/guardian prior to posting any comment, photos, or videos of their child/ren to any multi-media platform.
- Act in a manner consistent with our privacy policy.
- Ensure personal information about families, children and staff is not posted online.
- Ensure the highest level of privacy settings are established and maintained on all social media accounts.
- Ensure all passwords are kept confidential.
- Regularly scan all content related to the service to ensure appropriateness.

- Adhere to our *Staffing Policy* and procedures to investigate any occurrences where a person working for NWCM may:
 - Use posts, photos or information of the service or children outside of these guidelines.
 - Defame, harass or bully any other person who works at the OSHC service or is connected to the service through our social media platforms.
 - Ensure that any employee found guilty of any misconduct relating to the improper use of all multi-media platforms, including printed material, websites, Facebook, and other social media sites, is aware that this may result in termination of employment.

Regarding all social media, NWCC employees, volunteers, visitors, parents, guardians, and students will not:

- Access personal Facebook or any other social media accounts whilst educating and caring for children.
- Post any photos or videos taken of the children enrolled at the service on their personal Facebook or any other social media account.
- Post any information about the OSHC 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 or phones to take photos or video whilst at the OSHC service.

Personal Social Media Accounts

Employees are to use their own personal discretion when adding a family of the service as a 'friend' on Facebook or any other social media. This relationship must be declared in line with our *Code of Conduct* agreement. The OSHC service strongly discourages employees from adding 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 are asked to respect that employees may have a personal policy on adding families to personal social media accounts due to their professional philosophy, and that the service strongly discourages employees from having families as friends on their private account.

Consequences for Inappropriate Conduct

For inappropriate conduct to be identified, there is a need to demonstrate a connection between the behaviour and the employment relationship that:

- is likely to cause serious damage to the relationship between the employee and the service
- damages or harms the service's interest or reputation
- is incompatible with the employee's duties in the education and care sector.

A person who has been involved in inappropriate conduct may require reprimand as per our *Code of Conduct agreement*. This may lead to termination of their position.

Continuous Quality Improvement

Our OSHC service will continue to evaluate and assess our multi-media safety practices through critical reflections, checklists, professional learning and discussions with families and employees.

Employees will complete online training through the eSafety Commissioner to ensure they remain up to date with current research and are aware of how to report inappropriate content, especially on social media sites.

Source

Australian Children’s Education & Care Quality Authority (2014)
 Dictionary by Merriam-Webster: <https://www.merriam-webster.com/>
 Early Childhood Australia Code of Ethics (2016)
 Education and Care Services National Regulations. (2011)
 eSafety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators>
 Guide to the Education and Care Services National Law and the Education and Care Services National Regulations (2017)
 Guide to the National Quality Standard. (2017) (Amended 2020)
Privacy Act 1988
Privacy and Personal Information Protection Act 1998
 Revised National Quality Standard (2018)

REVIEW

POLICY REVIEWED	MODIFICATIONS
January 2022	<ul style="list-style-type: none"> ○ External photography
September 2021	<ul style="list-style-type: none"> ○ Expanded references to multi-media platforms including print material, photography and all social media. ○ Minor edits- formatting. ○ Sources checked for currency.
Board Approval Date:	