

SOCIAL MEDIA POLICY

We recognise both the benefits and challenges of using Facebook and social media in our Out of School Hours Care (OSHC) Service. This policy has been developed to provide employees, families, volunteers and students with standards for using social media for official, professional and personal purposes.

NATIONAL QUALITY STANDARD (NQS)

QUALITY AREA 7: GOVERNANCE AND LEADERSHIP		
7.1.1	Service philosophy and purpose	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. 2A	Paramount consideration — safety, rights and best interests of children
S. 3A	Paramount consideration [NSW]
S. 162A	Child protection training
S. 165	Offence to inadequately supervise children
S. 167	Offence relating to protection of children from harm and hazards
PART 6A	Devices in education and care services
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 (the Act)</i>	<i>Crimes Act 1900 [check state/territory legislation]</i>
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RELATED POLICIES

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

PURPOSE

Being part of our OSHC Service and actively creating and maintaining a child-safe culture entails a position of trust and responsibility for all stakeholders. This policy provides guidelines and expectations for all staff and families to promote child safe practices. We aim to ensure that our OSHC Service, children, educators, and families are not exposed to risks to their safety, privacy or wellbeing through Facebook, or any other social media platform, and that all social media use complies with our Service's philosophy, relevant policies, and our code of conduct. Our OSHC Service practices align with legislative requirements for taking, using and sharing images or videos of children and embed the National Principles for Child Safe Organisations into our culture and Service operations.

SCOPE

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

DEFINITION

Social media: refers to websites, platforms and applications that enable users to interact with each other, create and share information, ideas, messages, images, videos and other content.

IMPLEMENTATION

We recognise that there are many advantages to 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. Our OSHC Service is committed to ensuring that children's safety, rights and best interests are the paramount consideration in all decisions, actions and practices.

The National Principles for Child Safe Organisations recognise the importance of safe physical and online environments to promote the safety and wellbeing of all children. Our OSHC Service has a responsibility to ensure children, staff and educators 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, X (formerly Twitter), LinkedIn
- Image sharing sites e.g., Instagram, Snapchat
- Music/dance video platforms e.g., TikTok
- Messaging and chat e.g., WhatsApp
- Video hosting sites e.g., YouTube and Vimeo
- Community blogs e.g., Tumblr and Medium
- Discussion sites e.g., Reddit and Quora.

ELECTRONIC DEVICES

Electronic devices may include mobile phones, smart watches or Meta smart glasses, or other electronic devices that are capable of taking images or videos. Our OSHC Service will ensure educators, staff, students, visitors and volunteers adhere to the following practices at all times when 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 OSHC Service
- personal electronic devices, including phones and smart watches, must not be in the possession of any person while working directly with children within the children's environment (unless an exemption applies)
- only electronic devices supplied 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 or away from Service premises except where required for operational activities, for example excursions or transportation
- procedures are followed regarding the safe storage and restricted access to images and videos of children in accordance with the *Safe Use of Digital Technologies and Online Environments Policy*.

SERVICE SOCIAL MEDIA ACCOUNT

Our OSHC Service may maintain social media accounts to communicate and share information with our families and the community. The account is administered by the approved provider and nominated supervisor. Only authorised families and staff will have access to the Service's private social media account. The approved provider/nominated supervisor will be responsible for accepting requests to join from new families and staff. The intent for our Service social media account is to:

- keep families informed about what is happening at the Service, including upcoming and special events
- connect with other families and share thoughts about programs, policies, and procedures
- provide an avenue to seek families' views
- provide research-based information on common parenting and child development topics
- provide educational information to staff.

NOTE: The Service social media account must not be used for personal matters or discussions unrelated to the OSHC Service.

PRIVACY

- All staff and educators must be aware that they represent and may be identified as employees of the OSHC Service through their online activity when using the Service's social media account and must always conduct themselves professionally
- Staff and educators must maintain the privacy and confidentiality of families, employees, students, children and volunteers, including when they have obtained permission to publish content to the Service social media account
- Absolutely no written content will be published to the OSHC Service social media account without the explicit written permission of families to whom the content relates
- Our OSHC Service will obtain written family permission prior to posting images or videos of children
- Passwords will not be shared without authorisation from management
- Our OSHC Service will remain up to date with any changes to the social media platform ensuring privacy settings remain up to date
- Upon resignation of an employee, management will ensure access to Service accounts, including social media and email accounts, is restricted immediately.

THE APPROVED PROVIDER/NOMINATED SUPERVISOR WILL:

- ensure that obligations under the Education and Care Services National Law and Education and Care Services National Regulations are met

- ensure educators, staff, students, visitors and volunteers have knowledge of and adhere to this policy and associated procedures
- ensure all staff, educators, volunteers and students are aware of current child protection law, code of conduct, National Principles for Child Safe Organisations 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 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 procedures and are advised on how and where the policies can be accessed
- obtain parent/guardian written authorisation 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
- be responsible for determining who is authorised to upload images and videos of children onto OSHC Service social media accounts
- ensure all images and videos of children are stored securely with password protection and used in accordance with OSHC Service policies
- ensure personal information about families, children and staff that reveals their identity is not posted online
- ensure images or videos posted on social media of children are appropriate in nature and do 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 appropriate privacy settings are established and maintained on the Service's social media accounts
- ensure all passwords are kept confidential
- log out of the Service social media account 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 when investigating any concerns or complaints relating to:
 - posting images or information about the Service or children without authorisation

- defaming, harassing or bullying another person who works at the Service or is connected to the Service
 - other inappropriate use of social media.
- take appropriate action in response to substantiated concerns about inappropriate use of social media, in accordance with relevant Service policies, procedures and employment processes.

EDUCATORS AND STAFF WILL:

- know of and adhere to this policy and related procedures
- access relevant eSafety Commissioner resources and training to maintain their understanding of online safety and how to report inappropriate content
- maintain the privacy and confidentiality of families, children, employees, students and volunteers when using the OSHC Service's social media account
- only upload images and videos of children to OSHC Service social media accounts when authorised to do so
- ensure images and videos of children are appropriate in nature and do 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
- support children to understand consent when images or videos are taken of them, and ask for their consent in appropriate ways
- keep passwords confidential and not share passwords with others
- log out of the Service social media account when not in use and prior to leaving the Service
- promptly report concerns about inappropriate or unsafe content, including concerns about the use of digital platforms and online environments, to the approved provider or nominated supervisor.

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

- access personal social media accounts or any other social media accounts on any workplace device whilst educating and caring for children
- 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 OSHC Service
- post any images of the children enrolled at the service on their personal 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, defamatory or derogatory comments or information that could bring themselves or the OSHC Service into disrepute
- use their personal cameras, phones or any other personal electronic devices to take images or videos while at the OSHC Service.

FAMILIES:

- will adhere to our OSHC Service's *Social Media Policy*
- will provide written authorisation for the OSHC Service to take images or videos of their child using service-supplied 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 images, record audio, or capture video of children being educated and cared for at the Service
- will not use images of children obtained through the Service's app for learning and observation purposes or images posted on the Service's social media platforms to publish on their own social media
- will respect the privacy of other children and families and will not photograph, record or share images or recordings of other children without appropriate authorisation
- are aware that they have the choice to withdraw their child's authorisation for images or videos to be posted on social media at any time
- will promptly raise concerns about inappropriate or unsafe content relating to the OSHC Service or children with the approved provider or nominated supervisor
- are provided with clear information on how to make a complaint and our complaint handling processes (see *Dealing with Complaints Policy*).

PERSONAL SOCIAL MEDIA ACCOUNTS

The OSHC Service does not recommend that staff add families of the OSHC Service to their personal social media accounts as this may blur professional boundaries and create potential conflicts between personal and professional relationships. They will still be seen as representatives of the OSHC Service and be required to uphold the Service's code of conduct on all posts.

Families are asked to respect that staff may have a personal policy on adding families to personal social media accounts due to their professional philosophy, and that the Service does not recommend staff to

have families as friends on their private account. If adding families to personal social media accounts, educators will adhere to relevant policies, including the code of conduct of the OSHC Service.

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 with 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 their access to the OSHC Service may be limited.

RESOURCES

Australian Government. eSafety Commissioner. [e-Safe education- educators](#)
 Australian Government. eSafety Commissioner. [eSafety checklist for early learning services](#)

CONTINUOUS IMPROVEMENT/REFLECTION

Our *Social Media Policy* will be evaluated and reviewed on an annual basis or earlier if there are changes to legislation, ACECQA guidance or any incident related to our policy. Feedback will be requested from children, families, staff, educators and management. All families will be notified 14 days before any policy change that may have a significant impact on the provision of education and care to any child enrolled at the Service or the family's ability to utilise the OSHC Service.

RELATED RESOURCES

Media Authorisation – Child	Media Authorisation – Staff
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SOURCES

Australian Children's Education & Care Quality Authority. (2023). [Embedding the National Child Safe Principles](#)
 Australian Children's Education & Care Quality Authority. (2026). [Guide to the National Quality Framework](#)
 Australian Children's Education & Care Quality Authority. (2025). [NQF Online Safety Guide](#)
 Australian Children's Education & Care Quality Authority. (2026). [Safe use of devices in education and care services](#)
 Early Childhood Australia. (2016). *Code of Ethics*.
[Education and Care Services National Law Act 2010](#)
[Education and Care Services National Regulations 2011](#)

REVIEW

POLICY REVIEWED BY	Libby Haines	Director	September 2026
POLICY REVIEWED	SEPTEMBER 2026	NEXT REVIEW DATE	SEPTEMBER 2027
VERSION NUMBER	V9.09.26		
MODIFICATIONS	• annual policy review • added educators and staff will section and paramount consideration statement • expanded the policy from Facebook to include other social media accounts and platforms • clarified expectations for personal social media accounts • edits for clarity • sources and references updated as required		
PREVIOUS MODIFICATIONS			
AUGUST 2025	• 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		