



Nature Alliance Family Day Care Service

Social Media



THE POLICY IN THIS SECTION IS REQUIRED BY

National Quality Standards for Early Childhood Education and Care and School Age Care (2018)
Standards: 4.2, 6.1; 7.1; 7.1.3

PURPOSE:

Nature Alliance Social Media Policy encourages employees and Educators to take responsibility for their online activity and outlines protocols for using social media to promote Educator's business and provides guidance for Educators in their personal use of social media.

SCOPE:

This Policy applies to the Nature Alliance Family Day Care Service and Family Day Care Educators and Educator Assistants.

PRINCIPLES:

To act in a professional manner when using social media in business or in a personal or promotional capacity.

POLICY:

Nature Alliance is committed to ensuring employees and Educators are aware of and understand the Social Media Policy; enabling them to use social media as a communication tool, to engage with the community, or to distribute content on behalf of Nature Alliance. This includes posting to official Nature Alliance social media pages, participating as a representative on a third-party site (eg. external blog, news comment, online forums) or utilising online engagement tools and platforms (e.g. group chat forums).

Nature Alliance FDC Service endeavours to embed the National Principles for Child Safe Organisations in all practices and promotes a culture of safety and wellbeing for all parties.

This policy also provides guidance to educators in their personal use of social media.

Introduction

Interactive services, which including social media like Facebook, Instagram, YouTube and Twitter, are part of the work and private lives of Nature Alliance employees and Educators.

Nature Alliance encourages the use of social media to engage existing and new audiences and to seek and share user-generated content. Use of social media by employees and Educators is not limited to the workplace and occurs for professional or personal purposes both in and out of work hours.

Nature Alliance social media platforms

Nature Alliance is responsible for content posted on the official Nature Alliance social media accounts. Nature Alliance takes editorial responsibility in proportion to its control of the media environment in which it operates and expects those who participate also exercise responsibility over what they can control.

Official Nature Alliance accounts are those over which Nature Alliance exercises editorial control. Aspects of editorial control include:

- Establishing the account, which must be authorised by Management
- Publishing content generated, produced, commissioned or acquired by Nature Alliance
- Moderating user generated content posted on the account
- Determining if and when the account is to be modified or closed.

Official Nature Alliance accounts may be listed and cross promoted on Nature Alliance platforms. Personal accounts may not be listed or cross promoted on Nature Alliance platforms. Note, editorial references to Educator professional accounts will not mean that Nature Alliance takes editorial responsibility for the content on those accounts, just as Nature Alliance does not become editorially responsible for the content posted on external websites simply by virtue of referring to those sites in Nature Alliance content.

If a complaint is received about content on an official Nature Alliance account, Nature Alliance accepts editorial responsibility and relevant policies and procedures apply. If a complaint is received about content on a personal account, Nature Alliance does not accept editorial responsibility and relevant policies and procedures do not apply.

Employees and Educators are responsible for the content they post on their personal social media accounts. Where an employee's or Educator's personal use of social media contravenes one of the four standards below, then it may be appropriate for Nature Alliance to respond.

The following four standards apply to work and personal use of interactive services, with Nature Alliance accounts, Educator's professional accounts and personal accounts, by employees and Educators, at any time:

- 1 Do not mix the professional and the personal content in ways likely to bring Nature Alliance into disrepute
- 2 Do not undermine your effectiveness at work
- 3 Do not imply Nature Alliance endorsement of your personal views
- 4 Do not disclose confidential information obtained through work

Authorised to comment

Educators and employees may not comment as a representative of the Service unless they are authorized to do so. Once authorized to comment as a Service representative Educators and employees must:

1. Disclose that you are an employee / Educator of the Service and use only your own identity, or an official account that has been approved by the Service
2. Disclose and comment only on information classified as public domain information
3. Ensure that all content published is accurate and not misleading and complies with all relevant organizational policies
4. Ensure that you are not the first to make an announcement (unless specifically given permission to do so)
5. Comment only on your area of expertise and authority
6. Ensure comments are respectful of the community in which you are interacting online
7. Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the Service's Privacy and Information Policy.

Professional use of social media

The same high standards of conduct and behavior expected of Nature Alliance Educators also apply when participating online through social media. Online participation should reflect and uphold the values, integrity and reputation of Nature Alliance and their Educators.

Educators who use social media for professional purposes will:

- Obtain written authorization from a child's parents prior to posting any comment or photos of their child to the page
- Ensure personal information about families, children and staff is not posted on-line
- Ensure the highest level of privacy settings are established and maintained on the account
- Ensure all passwords are kept confidential
- Log out of Facebook when not in use
- Regularly scan online content related to the Service to ensure appropriateness
- Adhere to the Nature Alliance FDC Grievance Policy and procedures
- Ensure that any employees or Educators found guilty of any social media misconduct (on both the Service social media platforms and any private page) is aware that this may result in termination of membership or employment

Regarding all social media, Management, educators/educator assistants, volunteers and students will not:

- Post any photos taken of the children enrolled at the Family Day Care service on their personal Facebook or any other personal social media account
- Post any information about the Family Day Care 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 Family Day Care Service (this excludes Educator's and Service management staff)
- Endorse or make judgements about specific providers, children, families or services
- Discuss circumstances surrounding Educator's specific relationship with or management of service partners or providers
- Make personal judgements about how providers have implemented program guidelines
- Represent or speak on behalf of another Nature Alliance educator (i.e. don't discuss other business without the prior consent and advice of the relevant business area)

Key principles for professional use of social media:

All Educators who use or deploy social media as a professional communication tool need to be familiar with, and apply the following key principles:

- **Maintain confidentiality** – only post publicly available information. Don't disclose or discuss official or classified information, make commitments or engage in activities on behalf of Nature Alliance, unless you are authorised by the Service to do so.
- **Protect and respect privacy** – check the account privacy settings are appropriate for the scope of engagement you wish to undertake. Protect your own privacy and personal information. Don't share private details of others. Don't disclose details of private conversations unless you have obtained explicit consent from the relevant parties.
- **Be impartial** – avoid statements that advocate or criticise policies of government or political parties. Avoid conflicts of interest through endorsement or criticism of third-party providers, partners, products or services. Avoid expressions of personal opinion.

- **Be respectful** – be courteous and polite. Be sensitive to diversity. Avoid arguments and don't make personal attacks. Do not post obscene, defamatory, threatening, harassing, discriminatory or hateful content.
- **Be accurate** – make sure information you publish is correct and cite sources where appropriate.
- **Consider intellectual property** - respect copyright. Always get permission to use words, images or materials online that you do not own.
- **Think first** – review your content before you post it. Remember that you are responsible for your actions. You should consider the impact your activities could have on yourself and / or Nature Alliance. Use your common sense and best judgement. If you are not sure, check with the Service first. *If in doubt, leave it out! If you would not be prepared to say is out loud in a meeting, don't post it!*

Personal use of social media

The Service recognises that Educators may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit Educator's personal expression or online activities.

However, Educators should recognise the potential for damage to be caused (either directly or indirectly) to the Service in certain circumstances via their personal use of social media when they can be identified as a Nature Alliance Family Day Care Educator. Accordingly, Educators should comply with this policy to ensure that the risk of such damage is minimised. If adding families to personal social media accounts, educators will adhere to relevant policies, including the Nature Alliance FDC Code of Conduct.

A person who has been involved in inappropriate conduct will be referred to The Nature Alliance FDC Code of Conduct. This inappropriate conduct may lead to termination of membership or employment.

Educators are personally responsible for the content they publish in a personal capacity on any form of social media platform. When in doubt, Educators should seek guidance from the Service employees on how to comply.

Where your comments or profile can identify you an Educator with Nature Alliance Family Day Care,

You must:

1. Only disclose and discuss publicly available information
2. Ensure that all content published is accurate and not misleading and complies with all relevant Service policies
3. Expressly state on all postings (identifying you as a Nature Alliance Educator) the stated views are the Educator's own and are not those of the Service
4. Be polite and respectful to all people you interact with
5. Adhere to the Terms of Use of the relevant social media platforms / website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws

You must not:

1. Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court Suppression Order, or is otherwise unlawful
2. imply that you are authorised to speak as a representative of the Service or the government, nor give the impression that the views you express are those of the Service or the government

Date Reviewed:	June 2024	NA-POL-0032	Version No.: 3	Page 4 of 6
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3. use the identity or likeness of another employee, contractor or other member of the Service and
4. use or disclose any confidential information obtained in your capacity as an Educator / employees member of the Service
5. make any comment or post any material that might otherwise cause damage to the Service's reputation or bring it into disrepute

Nature Alliance has no interest in participation by its employees or Educators on websites where no mention of Nature Alliance is made and no association with Nature Alliance is implied. However, it is important that the following issues are noted:

- A search of an Educator / employee's name will produce a full list of any public comments made about the Service
- Similarly, a search using an email address or individual name will produce a full list of comments and other material made from that address or attributed to that individual
- Personal revelations and comments, embarrassing photos, etc., that are accessible to current and prospective employers may be detrimental to a person's career prospects, depending on the context.

Social and online media guidelines

This policy applies to all forms of social media including but in no way limited to: Facebook, Instagram, X (formally known as Twitter), Blogs, Wikis, online comments and all other forms of social and online media.

Be who you are. Be aware of your association with Nature Alliance in online social networks. If you identify yourself as a Nature Alliance Educator, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients. We believe in transparency and honesty; anonymity is not an option. If you have a vested interest in something you are discussing, be the first to point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be judicious in disclosing personal details.

Be thoughtful about how you present yourself in online social networks. The lines- between public and private, personal and professional are blurred in online social networks. By virtue of identifying yourself as a Nature Alliance Educator within a social network, you are now connected to fellow Educators, employees with Nature Alliance and the families you work with. You should ensure that content associated with you is consistent with your work as an Educator.

Speak in the first person. Use your own voice; bring your own personality to the forefront.

Use a disclaimer. Whenever you publish content to any form of digital media, make it clear that what you say there is representative of your views and opinions and not necessarily the views and opinions of Nature Alliance. For instance, in your own blog, the following standard disclaimer should be prominently displayed: "The postings on this site are my own and don't necessarily represent Nature Alliance's positions, strategies or opinions."

Respect copyright and fair use laws. For Nature Alliance’s protection and well as your own, it is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others. You should never quote more than short excerpts of someone else's work. And it is good general practice to link to others' work.

Protect your children and families. Client information should not be disclosed online. If there is a reason to post material online, the identity and personal information of the client should be protected at all costs.

Add value. Social media reflecting Educator’s professional accounts should be used in a way that adds value. If it helps our families or our partners; if it helps to improve knowledge or skills; if it builds a sense of community; or if it helps to promote Nature Alliance’s values, then it is adding value. It is best to stay within your sphere of expertise, and whenever you are presenting something as fact, make sure it is a fact.

Adopt a warm, open and approachable tone. Remember that much of Nature Alliance’s image is developed by the public's interaction with our Educators. We all want that image to be a positive one. Your tone, your openness and your approachability can help with that, just as they can with your own personal "brand".

Don't forget your day job. You should make sure that your online activities do not interfere with your job or commitments to Educators, children and families.

Identifying inappropriate use

If you notice inappropriate or unlawful content online relating to Nature Alliance, or content that may otherwise have been published in breach of this policy, you should report the circumstances via email to info@naturealliancefdc.com.au.

Implications of non-compliance

A failure to comply with this Policy may constitute a breach of the Code of Conduct. If an Educator or employee is found to have breached the Code of Conduct they may be issued a Compliance Notice or have their membership or employment terminated.