



Social Media Management Procedure

This procedure should be read in conjunction with the Child Safety Policy

The term 'Social Media' includes but is not limited to: Facebook, Instagram, Snap Chat, Twitter, Tumblr, Tik Tok, Linked In, My Space, and other electronic platforms that enable communication or content sharing between two or more individuals in an uncontrolled and/or private environment.

Children

- Children in our care are below the recommended age for most social media accounts and as such conversations about social media with and between children is discouraged.
- Children are not permitted to use or access social media whilst at the service.
- Children will be reminded that they should not attempt to add any of the staff to their social media accounts, and that if they do, the staff will not be able to accept their requests to add them.

Parents and Families

- Parents are regularly reminded not to post any photos or activities of any other children than their own on social media platforms as this is a breach of privacy for the other children involved.
- Parents are discouraged from engaging in friendships with staff on social media, as it may cross professional boundaries.

Staff and Volunteers

- Social media accounts held by staff should be placed on private where possible, to prevent children from searching, messaging or adding them on social media.
- Staff are not permitted to befriend children on any social media platform, or engage in any communication with them over social media.
- Staff are regularly reminded that they are not permitted to post photos of children on their personal social media accounts.
- Staff are discouraged from engaging in friendships with parents on social media as it may cross professional boundaries and could be seen as showing favouritism.
- Any comments regarding the service on social media must be professional, and in an ethical and positive manner.

Centre Managed Social Media Accounts

- Each centre maintains social media accounts to publicise activities at the centre that respects the confidentiality of those in our care.
- Families are invited to follow the centre's social media pages to keep informed of activities and events at the service.
- We will only post photos of children in which consent has been given by the parent or carer and will be respectful of the child.

- In relation to confidentiality, we will consider the following:
 - not including full names of pictured individuals
 - not including other identifying or personal information of the child
 - reviewing the background content of photos to ensure additional identifying information isn't inadvertently disclosed.
- If a parent has a concern with any photo that has been posted of their child, they have the right to request its removal.

PROCEDURE VERSION AND REVISION INFORMATION



Authorised by GENERAL MANAGER

Current version 1

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