

Social Media Policy

Introduction

Our Out of School Hours Care (OOSH) Service recognises the benefits and challenges of social media, including platforms like Facebook, Instagram, TikTok, and YouTube. This policy provides guidance for families, staff, volunteers, and students on how social media should be used in ways that are professional, safe, and respectful. It ensures that the use of social media reflects the Service's philosophy, Code of Conduct, and regulatory obligations.

Purpose

Being part of our Service carries trust and responsibility. This policy aims to protect children, families, and educators from any harm, risk, or misrepresentation on social media. It ensures that all social media use supports a safe and positive environment, aligns with the My Time, Our Place Framework, the ECA Code of Ethics, the National Law, National Regulations, and the National Quality Standard 2025.

Scope

This policy applies to all children, families, staff, management, volunteers, and visitors of the Service. It covers social media use both in official Service capacities and personal use where individuals are connected to the Service.

Social Media Use

Social media refers to online platforms where people create communities to share ideas, messages, videos, and other content. These include social networking sites, image sharing platforms, video hosting services, blogs, and discussion forums.

Social media can be a valuable tool for communication and engagement. It can help keep families informed, provide educational content, and allow staff to share updates about the Service. However, social media must always be used thoughtfully to maintain a safe and welcoming environment for children, families, and staff. The National Principles for Child Safe Organisations emphasise the importance of safe online environments to protect the wellbeing of all children.

Social Media Policy

Service Social Media Accounts

The Service maintains a Facebook page managed by the Approved Provider and Nominated Supervisor. This page is private and only accessible to current families and staff. Its purpose is to keep families informed about Service events, share educational information, and provide a platform for respectful discussion. Personal comments, discussions, or content unrelated to the Service are not permitted on this page.

Any photos or information about children, families, or staff must only be shared with explicit written consent. Passwords and account access are strictly controlled and confidential. The Service regularly reviews privacy settings and monitors content to ensure it remains appropriate and safe.

Personal Social Media Accounts

Staff, volunteers, and students must not share photos or information about children, families, or the Service on personal social media accounts. Personal devices should not be used to capture images or videos of children while at the Service. Staff must exercise caution when adding families to personal social media accounts, as they are still representatives of the Service and must uphold professional standards and the Code of Conduct at all times.

Families are asked to respect staff boundaries regarding personal social media connections. Staff discretion is expected when interacting online, ensuring privacy and professional boundaries are maintained.

Privacy and Confidentiality

Staff and educators represent the Service in all online activity and must protect the privacy of children, families, and colleagues. Content cannot be shared publicly without explicit written permission. Any breach of privacy or inappropriate posting may be investigated according to the Service's policies, and consequences may include reprimand or termination of employment.

Consequences for Inappropriate Conduct

Inappropriate conduct on social media is considered serious if it harms the Service's reputation, damages relationships within the Service, or is inconsistent with professional responsibilities. The Service will take action in line with the Code of Conduct and relevant employment requirements. This may include reprimand, counselling, or termination depending on the severity of the misconduct.

Social Media Policy

Continuous Improvement

Our Service is committed to ongoing evaluation and improvement of social media practices. This includes professional learning, reflection, discussions with families and staff, and regular review of privacy and safety procedures.

Review

This policy is reviewed regularly to ensure it continues to reflect best practice, legislative requirements, and the needs of children and families. Families and staff are informed of updates to maintain a safe, respectful, and supportive online environment.

Social Media Policy

Child Safe Standards and Paramountcy Principle

The Service is committed to upholding the National Principles for Child Safe Organisations and embedding a strong child safe culture across all practices, including digital and online environments. In accordance with the Paramountcy Principle, the safety, wellbeing and best interests of the child are the primary and overriding consideration in all decisions, actions and practices undertaken by the Service, including the use of social media.

This requires that all social media practices prioritise the protection, safety and privacy of children above all other considerations. Educators, staff and management must exercise sound professional judgement and take all reasonable precautions to ensure that children are not exposed to harm, exploitation, or breaches of privacy through any form of online activity. This includes strictly adhering to consent requirements, maintaining professional boundaries, and ensuring that no identifying information or images of children are shared without appropriate authorisation.

The Service will ensure that all social media use is carefully managed, monitored and aligned with legislative and regulatory requirements. Clear expectations, secure systems and appropriate controls will be in place to safeguard children's information and maintain confidentiality. Educators and staff will model responsible online behaviour and ensure that both official and personal social media use does not compromise the safety, wellbeing or reputation of children, families or the Service.

All practices relating to social media must prioritise the protection of children from harm, uphold their dignity and rights, and ensure that every child is safe, respected and protected within all online and digital environments.



Social Media Policy

Review

Date:	Changes:	Reviewed by:
06/06/2023	New policy (All updated)	Charmayne Nathan
06/04/2023	Reviewed - No changes	Charmayne Nathan
18/09/2025	Policy was updated, information was condensed.	Charmayne Nathan
30/04/2026	Child Safe Standards & Paramountcy Principle was implemented in align with new laws and regulations	Charmayne Nathan