



PELORUS COMMUNITY PRESCHOOL

Social Media Policy

Education [Early Childhood Services] Regulations 2008 (and its Amendments):

Regulation 47

Licensing Criteria for Early Childhood Education and Care Centres 2008:

Criterion GMA7

Rationale

To define standards of behavior for the use of Social Media that are consistent with the values and expectations of Pelorus Community Preschool Inc, while respecting the rights and confidentiality of others.

Purpose

To provide guidance to both personnel and stakeholders in relation to use of social media. To ensure our duty is maintained to safeguard children and teachers, meet our legal responsibilities and respect the integrity of Pelorus Community Preschool stakeholders.

Policy

The internet provides a number of benefits. However, when someone is identified with the environment or discusses their work, they are expected to behave appropriately on the internet. The principles set out in this policy will always be followed for all forms of electronic communication. If in doubt, then details should be discussed in the first instance with the Senior Teacher. The word "personnel" in this policy refers to PCP Board, employees and volunteers.

- Personnel will not share work related information whether in written or pictorial form through social networking sites or any other media that allows photographs, videos and comments to be shared with others unless specific signed permission is supplied.
- All communications with parents/whanau should be made through the designated official channels. The Senior Teacher can provide advice on this where necessary.
- At no time will a post be made on social networking sites in reference to any children, parent, personnel or other professional that you may come in contact with through work.
- To maintain professional boundaries all personnel are not to accept or invite personal invitations to be friends on internet applications such as social networking sites from parents/whanau that use the preschool unless they have known them in a personal capacity outside of preschool prior to their employment.
- Personnel must not use their mobile phones to take photos or use social networking sites as per employee guidelines.
- If a Board member, employee, volunteer or any stakeholder becomes aware of

information on the internet that could be deemed distasteful or damaging to Pelorus Community Preschool, they should contact the Senior Teacher immediately.

- Board members, employees or volunteers are to remember that no information over the internet is totally secure and therefore if you do not wish for the information to become public, refrain from using a social networking site.
- We note that using an anonymous name/title or alias does not lessen any of the obligations outlined in this policy irrespective of this identity being recognized publicly or not.

Policy in Action

If this policy is being effectively implemented, then the following will be happening

- Work related information is treated confidentially.
- All communications are being made through designated channels.
- Professional boundaries are maintained at all times.
- When using social networking everyone is professional, honest and respectful.
- All communication using any form of media involving children's progress are only published via Story Park.

Serious breach of the Social Media Policy (e.g. remarks or comments that breach confidentiality and/or are deemed to be of a detrimental nature to Pelorus Community Preschool or its employees, posting or published photographs of the children, setting or another staff member unless with staff permission) may result in disciplinary action as outlined in the Misconduct and Disciplinary Procedures.

Adopted: January 2016
Review Date: January 2017