



### Online & Social Media Policy

*Queanbeyan & District Preschool Association acknowledges the benefits that websites and social media sites can provide to potential clients relating to the sharing of information and advertising the services and programs that are available. Families are able to gain contact information or request further information through emails. Social media may be utilised to support enrolled families to communicate and share information.*

Queanbeyan & District Preschool Association respects the privacy of children, families and Educators. The service seeks to keep all records private and confidential and maintains all records and communication according to *National Privacy Principles, Privacy Act 1988, National Regulations* and all related policies of the Association (as referenced).

**Online Websites:** We maintain an organisation website to inform families about the services provided by the organisation, and information that assists families in accessing Queanbeyan & District Preschool Association such as an online waiting list applications and/or regular Events from the individual preschools. We may also request feedback on the website from families relating to the education and care services provided by The Association. The website is maintained and updated by the QDPA Managing Director and/or Preschool Directors/Nominated Supervisors. We also maintain Social Media Facebook web pages for each preschool.

The QDPA Managing Director and Preschool Directors/Nominated Supervisors will:

- Ensure that no confidential information can be accessed from the Queanbeyan & District Preschool Association website or social media sites. Individuals and services are not obliged to give personal information through the website. However, if they choose to provide information via the website, that information will remain confidential. Information gained can only be used by Administration staff, Management or Nominated Supervisors for administration purposes.
- Ensure that information gained about users from the websites will only be used for quality improvement or statistical research for the Association to ascertain future development of the website. This information will not be available to any other organisations, including:
  - IP address, the date and time of the visit;
  - Pages accessed and documents downloaded on this site;
  - Search terms used;
  - Previous site visited;
  - Network providers name;
  - Any cookies that the browser has presented to the server;
  - The browser, operating system and various plugins that were used in visiting the site.



**Preschool Blogs/posts on Seesaw Parent App:** Individual preschools within Queanbeyan & District Preschool Association may coordinate their own blog posts on a secure Seesaw App which provide a picture of events of that day. Our blog posts are used as an important communication tool with parents who wish to sign on to the App and celebrate the importance of play as learning in the daily lives and education of children.

- Preschool staff may not set up a Seesaw blog post without the permission of the Preschool Director.
- The Preschool Director/Educational Leader will monitor and have final approval for all content posted on the Seesaw blog posts.
- Seesaw posts are a voice for the preschool as seen through the eyes of the Educators, and are a highly visible form of communication.
- All staff contributing to seesaw operated by the service are to remain aware that they are obligated to act in accordance with all stated service policies (as referenced).
- Preschool Directors will maintain responsibility and accountability for Seesaw posts contents and will ensure that all blog postings adhere to legal, ethical and policy requirements.

**Social Networking:** If an employee chooses to identify himself or herself as an employee of Queanbeyan & District Preschool Association on any form of social media or internet site, some readers may view the employee as a representative or spokesperson of the Association. Queanbeyan & District Preschool Association requires that employees must not engage in any communications related to or referencing the organisation, its families and children, and/or other employees. This requirement is reflected through our *Code of Conduct* and *Code of Ethics*, and other related policies (as referenced).

- Employees must not under any circumstances post pictures/video of families or children involved in activities organised by Queanbeyan & District Preschool Association on social media or websites utilised as an individual or preschool representative.

### **Restrictions – Websites, Blogs, Posts, Social Media**

- Do not post clearly identifiable images of children – i.e. photos that have children face on to the camera (unless it is on our internal Seesaw Parent App & only in this situation where there is signed parental consent);
- Do not post material that is unlawful, defamatory, invasive of another's privacy, or obscene to a reasonable person.
- Any requests or complaints received via the Website, Social Media or Seesaw Parent Apps will be documented and dealt with initially at the discretion of the QDPA Managing Director and/or in accordance with the Complaints Policy.
- Any social media accounts and identities created for the Association remain the property of Queanbeyan & District Preschool Association.
- Any logos or branding used on websites, posts or social media will remain consistent with those recognised as Queanbeyan & District Preschool Association to ensure consistent brand awareness and recognition of the Association.



### **Emails:**

All staff will focus on ensuring that privacy of information contained within email systems is maintained. Staff are to ensure that emails that are sent outside of the organisation do not contain any Personally Identifiable Information (PII) relating to children, parents or families, except in the case of communication specifically relevant to the Addressee.

PII information includes, but is not limited to:

- Names
- Addresses
- Email addresses
- Date of birth

Staff will adhere to privacy principles when forwarding emails containing PII. Where external email communications include Personally Identifiable Information (PII) content, it should in all cases be substituted with alternative text. (An example of this could be replacing a child names with a substitution of initials that are not able to be used to identify the child in question).

**Acknowledgements:** When quoting any other post or publication, the original link will be posted where possible or reference made with quotation marks to acknowledge the original owner. When using a photo sourced from the internet, acknowledgement of the source will be provided.

***Any employee found to be in violation of any portion of this Online Privacy Policy could be subject to immediate disciplinary action, up to and including termination of employment and/or further legal action in accordance with all relevant state and federal laws.***

### **Further Reading:**

- 1) Privacy Act 1988 - [www.privacy.gov.au/law/act](http://www.privacy.gov.au/law/act)
- 2) Privacy Amendment Private Sector Act 2000
- 3) National Privacy Principles - [www.privacy.gov.au/materials/types/infosheets/view/6583](http://www.privacy.gov.au/materials/types/infosheets/view/6583)
- 4) Privacy and Personal Information Protection Act 1998
- 5) Children and Young Persons (Care and Protection) Act 1998
- 6) Children (Education and Care Services National Law Application) Act 2010
- 7) Education and Care Services National Regulations 2011
- 8) Guide to the National Quality Standard (3) ACECQA (2011)
- 9) ECA Code of Ethics
- 10) Media Policy
- 11) Confidentiality Policy
- 12) Privacy Policy
- 13) QDPA Code of Conduct