



P7-04: Social Media Policy

QDPA recognises both the benefits, and challenges, of using social media platforms in the early childhood setting. This policy has been developed to provide employees, families, volunteers and students with standards of use as they engage in conversations or interactions using social media for official, professional and personal use.

NATIONAL QUALITY STANDARD (NQS)

QUALITY AREA 7: GOVERNANCE AND LEADERSHIP		
7.1.1	Service philosophy and purposes	A statement of philosophy guides all aspects of the service's operations.
7.1.2	Management Systems	Systems are in place to manage risk and enable the effective management and operation of a quality service that is child safe.
7.1.3	Roles and Responsibilities	Roles and responsibilities are clearly defined and understood and support effective decision making and operation of the service.
7.2	Leadership	Effective leadership builds and promotes a positive organisational culture and professional learning community.

EDUCATION AND CARE SERVICES NATIONAL LAW AND NATIONAL REGULATIONS	
S. 162A	Child protection training
S. 165	Offence to inadequately supervise children
S. 167	Offence relating to protection of children from harm and hazards
84	Awareness of child protection law
181	Confidentiality and storage of records
183	Storage of records and other documents

RELATED POLICIES

Child Protection Policy Child Safe Environment Policy Code of Conduct Dealing with Complaints Policy Health and Safety Handbook	Interactions with Children, Family and Staff Policy Privacy and Confidentiality Policy Student, Volunteer and Visitors Policy Supervision Policy Technology Policy
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PURPOSE

Being part of QDPA actively creating and maintaining a child-safe culture, entails a position of trust and responsibility from all stakeholders. This policy provides guidelines and expectations for all staff and families to ensure child safe practices. We aim to ensure that QDPA, children, educators, and/or families are not compromised in any form on social media platforms and that all social media usage complies with our philosophy, relevant policies, and our code of conduct.

QDPA practices align with the [National Model Code](#) and Guidelines for taking images or videos of children and embeds the National Principles for Child Safe Organisations into our culture and service operations

SCOPE

This policy applies to children, families, staff, educators, management, approved provider, nominated supervisor, students, volunteers and visitors of QDPA.

IMPLEMENTATION

Social media is defined as “*forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)*” (Merriam-Webster dictionary).

We recognise that there are many advantages in using social media to network within QDPA’s operations. It is important to approach usage with caution, through careful and systematic management. Whilst healthy debate may provide thought-provoking discussion, there are guidelines in place to ensure that QDPA remains open and welcoming for children, families, and staff.

The National Principles for Child Safe Organisations recognise the importance of safe physical and online environments to promote safety and wellbeing of all children. QDPA has the responsibility to ensure children, educators and staff are protected from harm when they engage with digital technology including social media.

This policy applies to all forms of social media including (but not limited to):

- Social networking sites e.g., Facebook, Twitter, LinkedIn
- Image sharing sites e.g., Instagram, Snapchat
- Music/dance videos e.g., Tik Tok
- Video hosting sites e.g., YouTube and Vimeo



- Community blogs e.g., Tumblr and Medium
- Discussion sites e.g., Reddit and Quora

NATIONAL MODEL CODE AND GUIDELINES

QDPA implements the current recommended practices released by ACECQA regarding the [National Model Code](#) and associated Guidelines. QDPA will ensure educators, staff, students and visitors adhere to the following practices at all times children are educated and cared for within QDPA:

- Employees personal electronic devices must not be used to take images, record audio or capture videos of children being educated and cared for at the Service
- Employees personal electronic devices must not be in the possession of any person while working directly with children within the children's environment
- only electronic devices issued by QDPA are used to record and store images and videos of children
- With the exception of emergency scenarios or excursions, Responsible Persons will be permitted to take a personal device for the purpose of emergency contact (if required). These devices are not permitted to be used in any capacity to take images, record audio or capture videos of children from QDPA.
- procedures are followed regarding safe storage and restricted access of images and videos of children

SERVICE FACEBOOK ACCOUNT

QDPA and each preschool has a Facebook account to converse and share information with our families and community, which is administered by the executive officer and nominated supervisor.

The intent for these Facebook pages is to:

- keep families in touch with what's happening at each preschool, including upcoming and special events.
- provide educational information to families and employees.
- Network with the local and wider community
- Promote successes, achievements and projects of QDPA

NOTE: These accounts must not be used for personal comments or discussions.

PRIVACY

- All staff and educators must remain aware that they represent and could be identified as an employee of QDPA through any online activity
- Staff and educators must maintain appropriate privacy of families, employees, students, children and



volunteers, including when they have obtained permission to publish content to the Facebook account

- No written content will be published to Facebook without the implicit and written permission of families to whom the content relates
- Children's names and faces will not be published on service Facebook accounts, regardless of consents obtained
- QDPA will gain implicit and written family permission prior to posting photos of children through the enrolment form.
- Passwords will not be shared without authorisation from management
- QDPA will remain up to date with any changes to Facebook ensuring privacy setting remain up to date.
- Upon resignation of an employee management will ensure access to QDPA/Preschool accounts, including Facebook and email, is restricted immediately.

THE APPROVED PROVIDER AND NOMINATED SUPERVISOR WILL:

- ensure that obligations under the *Education and Care Services National Law and National Regulations* are met
- ensure educators, staff, students, visitors and volunteers have knowledge of and adhere to this policy and associated procedure
- ensure all staff, educators, volunteers and students are aware of current child protection law, Code of Conduct, National Principles for Child Safe Organisations, National Model Code and their duty of care to ensure that reasonable steps are taken to prevent harm to children
- ensure all staff, educators, students and volunteers are aware of their mandatory reporting obligations and promptly report any concerns related to child safety, including inappropriate use of digital platforms and online environments to the approved provider or nominated supervisor [See *Child Protection Policy*]
- report any suspected cases of online abuse to the relevant authorities, including the e-Safety Commissioner and Police, in accordance with legal requirements and child protection obligations
- ensure families are aware of our *Social Media Policy* and *Technology Policy* and procedure and are advised on how and where the policies can be accessed
- obtain parent/guardian written authorisation/consent to collect and share images or videos of their children online
- ensure families are informed of the intended use for images and/or videos, including social media or other purposes
- ensure educators teach children consent for image taking to develop respectful social media use



- be responsible for determining who is authorised to upload images and videos of children and staff onto secure social media platforms
- ensure all images and videos of children are stored securely with password protection and used in accordance with Service policies
- ensure personal information about families, children and staff that reveals their identity is not posted on-line (including names and faces of children)
- photos or videos posted on social media of children must be appropriate in nature and must not show children in distress, in a position that may be perceived as sexualised or in a state of undress, including where genitalia may be exposed
- ensure the highest level of privacy settings are established and maintained on the account
- ensure all passwords are kept confidential
- log out of Facebook or any social media platform when not in use and prior to leaving the preschool
- regularly scan online content related to QDPA to ensure appropriateness
- adhere to our *Dealing with Complaints Policy* and procedures to investigate any occurrences where a person working with QDPA may:
 - post photos or information of any of our preschools or children
 - defame, harass or bully any other person who works at QDPA or is connected to QDPA
- ensure that any staff or educator found guilty of any misconduct (on both the Service Facebook page and any Facebook page or other social media platform) is aware that this may result in disciplinary procedures or termination of employment. Police and child protection authorities may be involved in an investigation.

THE APPROVED PROVIDER, NOMINATED SUPERVISOR, EDUCATORS, STAFF MEMBERS, VOLUNTEERS AND STUDENTS WILL NOT:

- have access to any personal electronic devices used to take photos, record audio or capture video of children who are being educated and cared for at the Service
- access personal Facebook accounts or any other social media accounts on any workplace device whilst educating and caring for children
- post any photos taken of the children enrolled at QDPA on their personal Facebook or any other social media account
- post any information about QDPA, colleagues, children, or families on any personal social media account
- vilify, harass or bully any other person who works at QDPA, family or community member connected to the QDPA



- post offensive or derogatory comments or information that could bring their professional standing or that of QDPA into disrepute
- use their personal camera, phones or other electronic device to take photos or video of children whilst working directly with children at QDPA

PERSONAL SOCIAL MEDIA ACCOUNTS

Staff members are to use their own personal discretion when adding a family of QDPA as a 'friend' on Facebook or any other social media. QDPA does not recommend that staff add families to personal social media accounts as they will still be seen as a representative of QDPA and required to uphold QDPA's Code of Conduct on all posts. It is extremely important not to post information about QDPA colleagues, children, or families on personal social media accounts, as this not only contravenes QDPA's policies and *Code of Conduct* but is considered a breach of the Commonwealth's *Privacy Act 1988* and *Privacy and Personal Information Protection Act 1998*.

Families are asked to respect that staff may have a personal policy on adding families to personal social media accounts due to their professional philosophy, and that QDPA does not recommend staff to have families as friends on their private account.

If adding families to personal social media accounts, educators will adhere to relevant policies, including the Code of Conduct of QDPA.

FAMILIES:

- will adhere to QDPA's *Social Media Policy*
- will provide written authorisations/consent for our preschools to take images or video of their child on QDPA issued electronic devices and upload to social media platforms through the enrolment form
- will not use personal electronic devices, such as mobile phones, to take photos, record audio, or capture video of other children being educated and cared for at the Service
- will not use images of children obtained via the OWNA app for learning and observation purposes to publish on their own social media
- are aware they have the choice to withdraw their child's consent to have images or videos posted on social media at any time
- are provided with clear information on how to make a complaint and our complaint handling processes (see *Dealing with Complaints Policy*).



BREACH OF POLICY

Any breach of this policy that places a child at risk of harm will be investigated immediately.

Staff members or educators who fail to adhere to this policy may be in breach of their terms of employment and may face disciplinary action. Visitors or volunteers who fail to comply to this policy may face termination of their engagement. Family members who do not comply with this policy may place their child's enrolment at risk and limit the family members access to the Service.

CONTINUOUS IMPROVEMENT/REFLECTION

QDPA will continue to evaluate and assess our online safety practices through critical reflections, checklists, professional learning and discussions with families and staff. Our *Social Media Policy* will be updated and reviewed annually in consultation with families, staff, educators and management.

RESOURCES

Australian Children's Education & Care Quality Authority. (2024). [*National Model Code for Early Childhood Education and Care*](#)

Australian Children's Education & Care Quality Authority. (2025). [*NQF Online Safety Guide*](#)

Australian Children's Education & Care Quality Authority. (2024). [*Taking Images and Video of Children While Providing Early Childhood Education and Care. Guidelines For The National Model Code.*](#)

Australian Government Office of the eSafety commission www.esafety.gov.au/early-years
eSafety [*Early Years Checklist*](#)

SOURCES

Australian Children's Education & Care Quality Authority. (2025). [*Guide to the National Quality Framework*](#)

Australian Children's Education & Care Quality Authority. (2023). [*Embedding the National Child Safe Principles*](#)

Australian Children's Education & Care Quality Authority. (2024). [*National Model Code for Early Childhood Education and Care.*](#)

Australian Children's Education & Care Quality Authority. (2025). [*NQF Online Safety Guide*](#)

Australian Children's Education & Care Quality Authority. (2024). [*Taking Images or Videos of Children While Providing Early Education and Care. Guidelines for the National Model Code.*](#)

Dictionary by Merriam-Webster

Early Childhood Australia Code of Ethics. (2016).

[*Education and Care Services National Regulations.*](#) (Amended 2023).

eSafety Commissioner: <https://www.esafety.gov.au/educators/esafety-early-years-program-for-educators>
Privacy Act 1988.

Privacy and Personal Information Protection Act 1998.



REVIEW

Version Control	Date	Author	Description of Change
1.0	2018	QDPA	<ul style="list-style-type: none"> Original document
2.0	December 2021	QDPA	<ul style="list-style-type: none"> Document reviewed with change in leadership team in 2021. Additional related regulations & NQS references added. Version control and description box added to clarify reviewed items/new inclusions Format change to include policy statement, purpose, scope and implementation, addition of footers and page numbering and general layout changes Detailed information and clarity provided to ensure that process are procedures were better outlined. National Principles of Child Safe Standards added Information regarding continuous improvement- eSafety Commissioner added Addition of Tik Tok reference Additional resources added for e-learning
3.0	January 2025	QDPA	<ul style="list-style-type: none"> policy maintenance - no major changes to policy National Model of Code and Guidelines added to policy hyperlinks checked and repaired as required updated sources volunteers added within policy for compliance (specifically committee use of social media commentary on confidential matters)
4.0	December 2025	QDPA	<ul style="list-style-type: none"> annual policy review additional information added to strengthen child safety within policy and comply with recommendations for the National Principles for Child Safe Organisations and National Model Code new section added: <i>Families</i> <i>Children's names and faces not to be published on social media</i> <i>Clarification of use of personal device (on excursion/emergency scenario)</i> sources updated as required