

BERMAGUI PRESCHOOL



1.08 Publicity and Media

Written By

Narelle Myers

Introduction

The aim of this policy is to control the release of media to protect children and staff. Websites and social media sites can provide information to families about Bermagui Preschool. Social media and publicity may be utilised to support enrolled families to see and understand what is happening at Bermagui Preschool and in the broader community. At various times the Preschool will be asked to provide articles for press and media. This may include articles on Preschool activities or programs. The preferred method of communication is face to face with Bermagui Preschool staff. Families are also able to gain contact information or request further information through emails.

Goals

Bermagui Preschool's website and social media pages are maintained to inform families about the activities and the services provided by the organisation. Bermagui Preschool respects the privacy of educators, children and families. The service seeks to keep all records private and confidential and maintains records according to the *National Privacy Principles* and the *Education and Care Services National Regulations 2011*. Bermagui Preschool develops guidelines with educators in regard to social media participation connected with their work as early childhood educators.

Family Permission

Family permission is to be obtained on enrolment as indicated by the Bermagui Preschool enrolment form. This is to ensure the privacy of individual children is maintained. Families who do not consent to their child's photo being taken and used will have their wishes acknowledged.

Press Release

The staff and families are not to make public statements to any press or radio personnel without prior approval from the Nominated Supervisor.

Strategies

The Nominated Supervisor will;

- Ensure that no confidential information can be gained from the education and care service's website. Individuals and services are not obliged to give personal information through the website, however, if an individual chooses to provide information to service via email, that information will remain confidential.
- Ensure that information gained via email can only be used by administration staff or management to contact a person, offer or send information about the service and to request feedback on the website or the education and care service.
- Ensure that information gained about users from the website will only be used for statistical research for the education and care service to ascertain future development of the website. This information will not be available to any other organisations:
 - 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.

- Not disclose or publish any information related to educators, children or families without written consent from that individual or their family.
- Develop guidelines for educators regarding their participation with families currently connected with the education and care service on social media sites such as Facebook and Twitter.

Educators will;

- Follow guidelines for educators regarding their participation with families currently connected with the education and care service on social media sites such as Facebook and Twitter.

Relevant Legislation

Privacy Act 1988 - www.privacy.gov.au/law/act
 Privacy Amendment Private Sector Act 2000
 National Privacy Principles -
www.privacy.gov.au/materials/types/infosheets/view/6583
 Privacy and Personal Information Protection Act 1998
 ECA - Code of Ethics
 Children (Education and Care Services National Law Application) Act 2010
 Education and Care Services National Regulations 2011
 Guide to the National Quality Standard (3) ACECQA (2011)
 Children and Young Persons (Care and Protection) Act 1998

Resources & References

Office of the Australian Information Commissioner – www.privacy.gov.au
 Australian Legal Information Institute - www.austlii.edu.au
 Early Childhood Australia - www.earlychildhoodaustralia.org.au
 Guide to developing a Social Media Policy - www.inc.com/guides/2010/05/writing-a-social-media-policy.html

Relevant Documentation

1.11 Social Media
 2.06 Confidentiality

Date Adopted:

October 2019

Review Date:

October 2022