

BERMAGUI PRESCHOOL



1.08 Publicity and Media

Written By

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Introduction

Social media has become part of many people's everyday life. If it's managed properly, it can be an incredibly useful tool that makes it possible to spread information about the programs and experiences at Bermagui Preschool to families and the broader community. Unfortunately, it's can also have negative consequences if it's not managed properly.

The aim of this policy is to control the release of publicity and media to protect Bermagui Preschool children, families and staff. This publicity and media policy applies to parents, members of Bermagui Preschool, staff, board members and volunteers.

At Bermagui Preschool publicity and media may include (but is not limited to) the following technologies:

- Social networking sites (e.g. Facebook, Twitter, Instagram, Snap Chat)
- Websites
- Messenger, What's Up chats
- Email Groups
- Discussion forums
- Collaborative online spaces
- Media Sharing services (i.e. You Tube)
- Newspapers
- Radio
- Television
- Pedagogical Journals, Magazines, Research

Goals

Bermagui Preschool's publicity and media is maintained and used as a communication tool to inform families and members of the broader community about the programs, activities and events provided by our service. It may also be used for advocacy and to inform the broader community about the value of high quality and excellence in early education and care. At times publicity and media is also used for marketing, promotion and to support enrolment at Bermagui Preschool.

Bermagui Preschool respects the privacy of staff, children and families. Bermagui Preschool 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 its stakeholders (including children, families, educators, staff and members of the broader community) in regard to publicity and media participation and connection. Publicity and media will only be used to supplement Bermagui Preschool's preferred methods of communication, including face to face conversations, phone calls, emails and written correspondence.

Family Permission

Family permission, including the use of children's photo's, names and personal information in publicity and media, 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, name and personal information being used will have their wishes acknowledged.

Publicity and Media Release

Bermagui Preschool staff, families, volunteers and visitors are not to make public statements to any publicity or media personnel, including press or radio, without prior approval from the Nominated Supervisor.

Strategies

General:

As part of our duty to safeguard children it is essential to maintain the privacy and security of all our families. We therefore require that:

- Photographs taken within the preschool setting, at preschool special events and/or excursions with the children, will not be used in publicity or media, without family's written consent and approval from the Nominated Supervisor.
- Families are advised that they do not have permission or the right to photograph anyone else's child or to use photos of anyone else's children.
- No public discussions are to be held or comments made in publicity or media regarding the preschool children, staff or board of directors without approval of the Nominated Supervisor. Any information that could be construed to have any impact on the preschool's reputation, offend any child, families or member of staff or board member will not be published.
- Personal security settings on online platforms (including social media) should be managed to ensure that information is only available to people you choose to share information with. Remember that no information sent over the web is totally secure and as such if you do not wish the information to be made public refrain from sending it online.
- Maintain professionalism, honesty and respect.
- Apply a "good judgement" test for all publicity and media.

The Nominated Supervisor will;

- Ensure that no confidential information can be gained from Bermagui Preschool's online platforms (including our website and social media). Individuals and services are not obliged to give personal information through the website and social media, 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.
- Social media and technology evolve fast, and they can be difficult to keep up with. That makes it critical that we regularly review and revise our social media policies to reflect the changing needs of our employees and our centre.

Educators will;

- Follow guidelines regarding their participation with families currently connected with Bermagui Preschool on social media sites such as Facebook and Twitter. Your social media accounts can have a serious impact on our service. Please consider, social media can create or transform your reputation. What you post on social media is 'out there', and a single mistake can follow you for a long time. Your reputation is everything, especially as you're dealing with children and families. Even if you delete a post, screenshots and other records may still exist and families can still find them when they're considering whether to send their child to our centre.
- Be mindful of unwittingly causing a breach of privacy. Many parents strictly guard their privacy. They may not want their children's faces and pictures posted on social media. Even more, they may struggle if you choose to reveal private information. Not only can this be a cause for legal procedures, but it can also create a poor reputation for our preschool.
- Be aware publicity and media is an excellent opportunity for networking and marketing when it goes well. When it doesn't, however, you may convince families that you don't genuinely care about their needs and if you don't pay attention to your networking, it's possible, in their minds, that you won't pay attention to their child, either.
- Know social media can be an amazing tool, but it can also have serious repercussions if used incorrectly. Employees need to know what they are allowed to post about their jobs and about our service and that what staff post online, even on their personal social media accounts, matters. It's not just about whether they will lose their job for failing to follow our policy, the wrong social media post could lead to a decrease in child enrolment or even get our service shut down if there are legal implications. The wrong social media post may also be grounds for employment review and possible termination.
- Staff should not accept families as friends due to it being a breach of expected professional conduct unless they already know them in a personal capacity before their child starts at preschool. Staff should avoid personal communication, including on social networking sites, with the children and parents with whom they act in a professional capacity.
- Staff observe confidentiality and refrain from discussing any issues relating to work. In the event staff name the preschool or workplace in any social media they do so in a way that is not detrimental to the preschool or its families.
- Staff and families should report any concerns or breaches to the preschool Nominated Supervisor. Any member of staff, parent or volunteer found to be posting remarks or comments that breach confidentiality, bring the preschool into disrepute or that are deemed to be of a detrimental nature to the preschool or other employees, or posting/publishing photographs of the setting, children or staff may face disciplinary action in line with the preschool's disciplinary procedures.
- Any publicity, media or comments deemed to be inappropriate are to be reported to the Nominated Supervisor.

**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

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August 2023

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August 2026