



# WONNAI PRESCHOOL

## SOCIAL MEDIA, WEBSITE AND SKOOLBAG POLICY

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### PURPOSE

This policy will provide:

- Guidelines for educators in relation to using social media, Skoolbag and Wonnai Preschool website
- Responsibilities for committee members in the administration and monitoring of social media, Skoolbag and the Wonnai Preschool website
- Responsibilities for parents participating in social media

### POLICY STATEMENT

#### 1. VALUES

Wonnai Preschool values communicating effectively with parents using a variety of methods and technologies. It also values fostering a community spirit and sense of engagement and inclusion throughout the Wonnai Preschool families.

#### 2. SCOPE

This policy applies to the Approved Provider, nominated supervisor, certified supervisors, educators, staff, committee members and parents/caregivers of children attending the programs and facilities of Wonnai Preschool.

#### 3. BACKGROUND

Social media is used widely in our community and provides Preschools with an opportunity to engage with parents using new technology and communication platforms.

Social media needs to be navigated carefully to protect the privacy of children, the reputation of Wonnai Preschool and its staff and committee to provide a friendly and supportive environment for all participants.

The committee and staff of Wonnai Preschool developed, in 2019, a new Wonnai Preschool webpage including extensive information about the operation of the Preschool as well as photos of children at play. A new communication tool, Skoolbag, was also launched. Skoolbag was setup as the primary way to communicate exclusively with parents/caregivers eliminating the need for paper-based communication. Skoolbag also includes teacher updates and photos of children at play. Access to Skoolbag is given, via email invitation only, to the primary caregiver of a child attending Wonnai Preschool. At the time of release of this new communication platform, the Wonnai Preschool social media page was deactivated.

In March 2021, the Committee of Management approved the redevelopment of the Wonnai Preschool social media page. The foremost purpose for the relaunch was to enable an accessible announcement platform (namely Facebook and Instagram) for the promotion of the Preschool in order to attract enrolments and to improve the accessibility of the Preschools contact information for current and prospective Preschool families. The page was approved with the understanding that interaction from the public would be heavily restricted (no commenting/posting), and all content would be moderated (requiring admin approval) from the Preschools Social Media Coordinator.

Photos or videos of children will not appear on the webpage, Skoolbag application or social media (Facebook/Instagram) without parental consent having first been obtained by Wonnai Preschool. Those children whose parents have not provided signed consent will be deleted from any group photos or, in the event that this is not possible, disguised and rendered unrecognisable in any photos that may be posted. Pictures of artwork should not show identifying details such as children's names.

## 4. DEFINITIONS

The terms defined in this section relate specifically to this policy. For commonly used terms e.g. Approved Provider, Nominated Supervisor, Regulatory Authority etc. refer to the General Definitions section of this manual.

**SOCIAL MEDIA:** in the context of this policy, Social media includes social networking sites. This includes but is not limited to: Facebook, Instagram and Twitter.

### SOURCES

Victoria's State Government Education and Training guide to using Social Media: [www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx](http://www.education.vic.gov.au/about/programs/bullystoppers/Pages/socialmedia.aspx)

## PROCEDURES

**The Approved Provider/nominated social media committee member is responsible for:**

- Maintaining the Wonnai Preschool website
- Creating and maintaining a social media (Facebook/Instagram) platform on behalf of the Preschool to assist with advertising for enrolments and generating community interest in the Preschool and its operations
- Using the Preschools social media account/s to post as "Wonnai Preschool" across social media pages for advertising purposes, rather than committee members' personal accounts, for privacy and professionalism
- Ensuring that the social media platform has heavily restricted parameters for public interaction (e.g. disabling or limiting [by requiring admin approval] comments, wall posts, publicly viewable check-ins etc).
- Optionally, setting up a private social media group available only to parents/caregivers of current attendees of Wonnai Preschool (and optionally inclusive for teachers) and providing information as to how this group can be accessed
  - Approving valid new member requests (with assistance from other committee members and/or teachers as required)
  - Ensuring social media group rules are prominently displayed on the social media site, and providing a link to this Social Media policy
  - Promptly removing access to any members not adhering to rules/policy
  - Posting relevant content on a regular basis including but not limited to daily reflections, newsletters, four and three year old Kinder reports, committee reminders such as working bees or fundraisers, curriculum updates from teachers, and reminders of educational events such as library days or incursions
  - Moderating any content posted by group members
  - Removing access for parents/caregivers when their children are no longer attending Wonnai Preschool and ensuring that all information including photos and other details are deleted in their entirety.

**Certified supervisors and other educators are responsible for:**

- Not engaging in any personal communication with parents or committee via social media
- Not sending or accepting "friend" requests from parents or committee (except in the case of a separate private friendship originating outside the Preschool community.)

**Parents/caregivers are responsible for:**

- Not using social media at any time as a means of communicating with staff members, including the reporting of child absences.
- Not creating any social media groups affiliated to Wonnai Preschool.

## **EVALUATION**

In order to assess whether the values and purposes of this policy have been achieved, the Approved Provider will:

- Regularly seek feedback from educators, staff, parents/caregivers and management regarding its effectiveness
- Monitor the implementation, compliance, complaints and incidents in relation to this policy
- Keep the policy up to date with current legislation, research, policy and best practice
- Revise the policy and procedures as part of the service's policy review cycle, or as required.

## **AUTHORISATION**

This policy was adopted by the Approved Provider of Wonnai Preschool on 05/04/2022 with major review on 05/04/2023.

**REVIEW DATE:** 08/03/2022