

# Unley Kindergarten Policies and Procedures

## Social Media Procedures

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This procedure relates to the following Department for Education policy

<https://edi.sa.edu.au/library/document-library/controlled-policies/social-media-policy.pdf> and outlines how the 'Unley Kindy' Instagram account is utilised.

### Approved social media accounts

Instagram - Unley Kindy

<https://www.unleykgn.sa.edu.au/>

### Purpose

Social media can be an effective tool for communication and relationship building within the kindergarten community. Using social media to showcase children's authentic learning to parents can foster a stronger parent-kindy connection, promote engagement in children's education, and provide parents with insights into their child's learning journey.

At Unley Kindergarten, our aim for the creation of an Instagram account is primarily to communicate with families regarding events, children's work, and educational information.

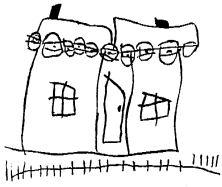
We hope to reduce the potential risks while providing guidelines to ensure local processes, user agreements and protocols are adhered to.

### Background

The Unley Kindergarten Instagram account will be a closed group, where members are limited to staff and families of existing and past students. Members will need to be approved by the administrator (site leader or designated social media coordinator) before they can see uploaded content. Members will be unable to post content, with the comments section being disabled to limit unnecessary administrative tasks.

### National Quality Standards

- 6.1 Respectful and supportive relationships with families are developed and maintained
- 6.1.2 Families have opportunities to be involved in the service and contribute to service decisions
- 6.1.13 Current information about the service is available to families via the current website, guidelines and policies



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## PROCEDURES

### Content

Unley Kindergarten will share information and reminders about special events such as excursions, family picnics, etc. Children's learning, current and emerging interests will be shared along with children's work in a fun and engaging manner. Occasionally there will be links or shared content relating to parenting articles, educational practices, and inspirational content. These reels and posts may redirect families to accounts that could be public.

Posts will not infringe on time allocated during NIT; content will be uploaded during the "other duties" allocation. There will be no minimum number of posts and not every child will be featured. As all faces will be obscured, this alleviates perceived risks of favouritism. Content uploaded offers a broad perspective of learning from both the Possum and Rosella groups.

### Following and sharing

We may like, share or re-publish content outside of our regular portfolio. This does not constitute endorsement of content. Similarly, we may choose to follow other organisations or individuals. Being followed by Unley Kindergarten social media channels does not imply endorsement of any kind. Removal of any content will be conducted solely by the site leader, unless an edit is required. Reels, posts and stories will be uploaded by the social media coordinator for the site and be representative of the overall learning and highlights throughout the week. As the comment section will be disabled there will be no issues with abusive language, cultural inappropriateness, commercial content, intimidation or offensive behaviour. At no time will a child be identifiable; faces will be obscured with appropriate stickers and videos will be uploaded using a blurring technique, if required.

### Child Safety and Privacy

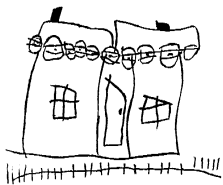
Educators will:

- Obtain parental consent before posting any images or videos of children. Unley Kindergarten will not post identifiable images or videos of children without explicit parental consent.
- Respect the rights of both families and children to refuse participation.
- Avoid tagging or identifying children in any way, including mentioning names, locations, or other identifying information.
- Maintain a professional distance and avoid accepting friend requests or engaging in private chats.
- Be mindful of the permanence of online content. Once posted, information can be difficult to remove and may be seen by a wider audience than intended, particularly if families share, screen record and screen shot content.
- Ensure that any content shared is age-appropriate and does not contain potentially harmful or inappropriate information.

### Professional Conduct

The Site Leader will:

- Establish clear guidelines for using social media responsibly and ethically.
- Review and update site procedures regularly, ensuring this reflects any changes in technology and best practices.
- When necessary, provide training to staff on social media safety and ethical use and engagement.
- Regularly monitor social media activity to ensure compliance with the procedures.



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Educators will:

- Maintain a professional online presence, ensuring that all posts and interactions reflect positively on the teaching profession.
- Focus on kindergarten-related matters and maintain a neutral and respectful tone.
- Avoid sharing personal opinions or engaging in controversial topics.
- Protect the privacy of all individuals involved by not disclosing any confidential information about students or preschool activities.
- Focus on responsibilities to the children and the kindergarten by not using social media when teaching.
- Follow Unley Kindergarten's social media policy and guidelines.

### Communication with Parents

Educators will:

- Use social media as a supplementary tool for communication. The primary means of communication with parents should be through official channels (e.g. email, newsletters, and the official website).
- Inform parents about the kindergarten's social media procedures upon enrolment and seek consent at the start of the preschool year. Parents will be given the option to withdraw consent if they later change their minds.
- Ensure that all information shared on social media is accurate and up-to-date, double-checking information before posting and promptly addressing any errors or misinformation.
- Provide clear communication to families and explain the specific purposes for which images will be used, including online platforms.
- Respond to parent inquiries in a timely and professional manner.

### Alternative communication

- Alternate means of communication are available to ensure inclusiveness and equity to cater for those not wishing to engage with social media. This can include newsletters, emails, signage and information on site.

Version:	1
Approved by site leader:	Lauren Luce
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Amendments(s):	Nil