

POLICY: 9.2 Communication and Media

Procedure: 9.5 Media and Use of Social Media

The Service encourages transparency and professionalism in all communication involving media organisations and social media when promoting Family Day Care and dealing with any issues relevant to the interests of children and their family.

9.5.1 Linking to Policy

This procedural guidance should be read in conjunction with the Service's **9.2 Communication and Media Policy** and will assist the Approved Provider, management, staff (Nominated Supervisors, Coordinators and administrative staff members), Educators, Educator Assistants and parents to implement the policy. The procedure covers:

[Responding to Media Enquiries](#)

[Professional Behaviour](#)

[Social Media](#)

9.5.2 Responding to Media Enquiries

The Nominated Supervisor will ensure:

- all staff and Educators are aware that in the event of the media (Television, Newspaper or Radio) contacting them, they will refer the media personnel to the Nominated Supervisor
- where a Service is approaching the media to promote or advance an issue or event, any media release must be approved by the CEO.
- in situations where the media has sought a response from the Service in relation to a sensitive issue, the Nominated Supervisor and CEO will discuss an appropriate response; and
- before a response is released, approval and written consent will be provided by the CEO.

9.5.3 Professional Behaviour

All staff members and Educators have a responsibility to maintain and enhance the Service's public image. This includes:

- maintaining professionalism at all times in all communications (in-person, written, or online)
- being aware of the possibility of online content being shared beyond the intended person
- Educators and staff may be held responsible for any online behaviour or content that connects them to the Service

- Educators and staff may also be held accountable for any statements, posts, communications or other online content that is not consistent with the Service Philosophy or Code of Conduct.
- Seeking parental permission to share or post online information or photos of their child.

9.5.4. Social Media

When participating in social media, Educators and staff should:

- be respectful to and about others at all times
- assume that the comments they post may be available to persons other than those for whom the communication was intended
- be sure not to disclose other people's personal information or publish images of others without permission
- recognise that a person may be readily identifiable even when not named
- re-read and re-consider what is being said before posting it.

When participating in social media, Educators and staff **must not**:

- imply they are authorised to speak for the Service or ICH
- use the Services' email or any logos or branding pertaining to the Service when conducting personal business or expressing personal views
- publish or report on conversations or information that is deemed confidential or classified
- use or disclose any information (including photography or videos) relating to children and families, other staff or anyone connected with the Service, obtained through your employment or registration at the Service
- make any comment or post any material that might otherwise cause damage to the Service's reputation or bring the Service into disrepute. This includes any defamatory comments, harassing, bullying, discriminatory, insulting or in any other way harmful.

Review

	Date	Details
Revision 00	07/2015	Original Policy Issued
Revision 01	12/2016	Reviewed
Revision 02	08/2017	Reviewed
Revision 03	11/2020	Reviewed and separated from Policy

Related Documents

Policies

9.2 Communication and Media Policy

Reference

Refer to 9.2 Communication and Media Policy