

MEDIA AND TECHNOLOGY

Quality Area 1: Educational program and practice

Standard 1.1: An approved learning framework informs the development of a curriculum that enhances each child's learning and development

Standard 1.2: Educators and coordinators are focused, active and reflective in designing and delivering the program for each child

Quality Area 2: Children's Health and Safety

Standard 2.1: Each child's health is promoted.

Standard 2.2: Healthy eating and physical activity are embedded in the program for children

Standard 2.3: Each child is protected

Quality Area 4: Staffing arrangements

Standard 4.2: Educators, coordinators and staff members are respectful and ethical.

Quality Area 5: Relationships with children

Standard 5.2: Each child is supported to build and maintain sensitive and responsive relationships with other children and adults

Quality Area 6: Collaborative Partnerships with Families and Communities

Standard 6.1: Respectful and supportive relationships with families are developed and maintained.

Standard 6.2: Families are supported in the parenting role and their values and beliefs about child rearing are respected

Quality Area 7: Leadership and Service Management

Standard 7.1: Effective leadership promotes a positive organisational culture and builds a professional learning community

Standard 7.2: There is a commitment to continuous improvement

Standard 7.3: Administrative systems enable the effective management of a quality service

Education and Care Services National Regulations

74 Documenting of Child Assessments or evaluations for delivery of Educational Program

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168 Education and Care services must have policies and procedures

178 Prescribed enrolment and other documents to be kept by Family Day Care Educator

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196 Modification relating to National Education and Care Services Privacy Commissioner and Staff

PURPOSE

To create and maintain a safe media and technology culture which works in accordance with our service philosophy and legislative requirements for all children, educators, staff and families of the service.

Taree Great Lakes Gloucester Five Star Family Day Care

POLICY

To provide clear guidelines relating to the use of and access to media and technology for educators, staff, families and children. This will include print, television, radio, electronic, social media, internet, gaming, apps and photos.

PROCEDURES

PART A- The use of and access to media and technology with the children in the Educator's service:

Media and Technology items will only be used as an extension to the daily program assisting in development of social, physical, emotional, cognitive, language and creative potential for each child. Media and technology items will be incorporated as an additional resource not a substitute.

- Programs must be carefully selected and be suitable to the needs and development levels of each child watching
- Chosen programs should hold the interests of the children
- Programs depicting violence e.g. graphic news reports should not be shown
- TV / movies / DVD - Children are to view 'G' rated programs only
- Music / radio – Educators must ensure that all audio content is suitable for the children
- All content will be socially and culturally considerate and appropriate.
- Timeframes for 'screen time' according to ***Australia's Physical Activity and Sedentary Behaviour Guidelines*** are:
 - Children younger than 2 years of age should not spend any time in front of a screen.
 - Children 2 to 5 years of age should be limited to less than one hour per day.
 - Children 5-12 years of age should limit screen time for entertainment to no more than 2 hours a day.
- Print media / newspapers/ magazines – care must be taken to protect all children from adult content
- Computers / Gaming consoles / iPads / Tablets – all games, apps and software accessed by the children must be 'G' rated and any depicting violence, racial or discriminative behaviour must NOT be accessed.
- Educators must be in control of all media and technology
- The use of internet by the children must be strictly supervised by the educator at all

times and should be only used for educational and research purposes

- Understanding Cyber safety is all the more important when working with, or caring for, young children as they cannot make their own decisions about what gets published online.

PART B- The use of and access to media and technology by the Educator within their service

Educators have numerous options available to them for using media and technology to complete their planning and reflecting documentation, children's assessments of learning and other service requirements and advertising including:

- Facebook / Instagram
- Pic collage / Photo book
- Commercially produced applications and programs (ie 'Story Park', 'Kept Me', 'Harmony Web')
- Proformas and electronic documents ie word, PowerPoint

Regardless of the options utilised there are important considerations to be followed:

- Confidentiality –Educators must ensure other adults and or family members are not able to access the personal information of families and children using your service by protecting information with passwords etc
- Educators must provide the Service with an individual , confidential and suitable 'email address' for all correspondence
- Internet security or equivalent must be used to protect information and data from outside intrusion such as hackers etc
- Electronic documentation and information is 'Backed up' daily to ensure its viability and safety.
- Considerations must be made for times of 'loss of internet connections' or power outages.
- All documentation **MUST** be available when requested from families, staff and Regulatory Authorities
- Cyber safety is the safe and responsible use of information and communication technology. It is about keeping information safe and secure, but also about being responsible with that information, being respectful of other people online, and using good 'netiquette' (internet etiquette).
- **Educators must ensure that – the families provide written authority and consent for their child's photos and information to be recorded electronically and for each intended use (Family only access apps / emails , Closed Facebook groups, Public Facebook pages and groups, Documentation apps etc) This authorisation**

MUST be gained prior to the child's photos and information being used and a copy provided to the coordination unit.

Facebook

Social Media, such as Facebook is an effective way for an educator to connect with families and community, to provide them with information about their daily program and reflections. It can also be used as an effective form of advertising their business and as well as advertising and notifying of upcoming events and occasions.

Public Facebook pages (Educator's Service) – these can be used to share information regarding your service with all members of the public. This may include photos of your environment and resources, community events, parent resources information.

Closed Facebook groups (Educator's service)- these can only be viewed by members of the closed group. The educator must authorise individuals to be included. Access must be limited to the parents and immediate families of children currently enrolled in your service. This type of group can be used to share photos of the children participating in your daily program and reflections of these experiences and can be used as your planning documentation.

Educator's personal Facebook - educators are to use their own personal discretion when adding a family of the Service as a 'friend' on Facebook. Be aware as an educator you are a representative of the Service and held to the Service's Code of Conduct on all posts to their private wall. It is extremely important not to post information about the Service, children or families on personal social media accounts.

Service Facebook page- This page is open to the public and is used to share community and service information, tips and parenting resources. This page is administered by a member of staff.

Closed Facebook Group for Registered Educators- This group; is only accessible by current registered Educators with 'Taree Great Lakes Gloucester Five Star Family Day Care' and 'In Home Child Care Mid North Coast'. This group can be used to share information and ideas to educators and for educators to communicate between themselves. This group is administered by a member of staff and monitored to ensure the rights and dignity of all users are protected at all times.

Staff members personal Facebook – Staff members are to use their own personal discretion when adding a staff member, educator or family of the Service as a 'friend' on Facebook. Be aware as a staff member you are a representative of the Service and held to the Service's Code of Conduct on all posts to your private wall. It is extremely important not to post information about the Service, children or families on personal social media accounts and must not post offensive or derogatory comments or information that could bring their professional standing or that of the Service into disrepute.

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Photos

The displaying of photos allows children to see themselves at play, are a topic of conversation for children and parents, allow families to see their child at play and convey the message to children that what they are doing is important. However we do respect the rights of all children and families to privacy.

- Every child in our care deserves to be protected from the misuse of photographic and video images of themselves taken whilst they attend the Service.
- Photographs taken at the Service are to support the children's learning and also to record children's individual progress. Photographs recorded at the Educator's / Service as part of a normal day are taken by educators and staff
- Additional photographs or images may be taken of children as part of the work of the Educator / Service and may be taken by an outside photographer or other parents *For example; during an end-of-year production or any other events the Service may have.*
- In the case of outside agencies taking photographs for marketing or promotional purposes the Service will seek parental permission from parents/guardians or child protection agency that they agree for the child to be included. Should a parent/guardian prefer their child not to take part then any images taken will be deleted.
- Photographs/videos are taken to:
 - Support the learning of each child's individual record
 - Illustrate work on display around the Educator's / Service's environment
 - At times, photos of children at the Service will be taken by an Educator to promote a particular event/activity.
- Parent's use of cameras/videos at the Service Families will be invited to record their child's inclusion in group events and celebrations through the use of photographs or video on the understanding that they will not publish any material on the internet as the Service has no control over these images once they are in the public domain.
- We will ensure that the children of parents/carers who do not wish their child to be photographed or videoed are provided with other activities. At no time are staff permitted to bring in a camera from home.
- If families would prefer that their child is not photographed they will indicate this at time of enrolment and can remove authorisation at any time in writing.

- If Educators, students or volunteers are requested to use photographs or to take photos for assignments, family's permission in writing will be obtained before any photos are taken.
- Video of the children will be taken occasionally for the children to be able to watch themselves at play. This video may be made available to all families. Permission provided at enrolment.
- The service will obtain permission from families at enrolment as well as from Educators at time of registration for the use of; photographs and information which may be shared via the Service's Facebook pages, Website, newsletters etc

PART C- Advertising by Educators

Whilst the Role of the Coordination Unit is to promote, advertise and recruit families, Educators may still choose to advertise their own individual service.

Advertising can be done via, newspaper, community newsletter, websites, Facebook pages, noticeboards, flyers, banners etc

When doing their own advertising, educator's MUST ensure they:

- include the "Registered Educator with Five Star Family Day Care" Logo (Provided by the Service)
- include the Service's Phone number and contact details as well as educator's contacts
- are always professional, respectful and promote Family Day care in a positive manner

All prospective advertising by educators, should be viewed by the Service prior to release.

PART D- Contact with the Media

All parties participating or employed with the programs sponsored by Child Care Services Taree & Districts Inc have the right to be informed and consulted on media issues, however the Privacy and Personal Information Protection Act 1998 (NSW), other related legislation and service policies would govern what is released.

In the event of a request for information by the media:

- the Manager of Child Care Services and/or the President of the Management Committee will be responsible for consultation with, and the release of all information to the media
- all media contacts must be referred to either the Manager / President who will work together where appropriate and possible
- Employees, registered educators and management committee members associated

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with Child Care Services Taree & Districts Inc should refer media matters relating to critical incidents or current issues to the Service Manager

- In the absence of the President of the Management Committee another Committee Person holding an executive position will be appointed
- The Manager / President will make every effort to ensure that all information released either as advertising, information, editorial, news reports, is accurate at time of release from the organisation.

SOURCES

- Privacy and Personal Information Protection Act 1998 (NSW)
- Anti Discrimination Act 1997 (NSW)
- Children and Young Persons (Care and Protection) Act 1998 (NSW)
- Education And Care Services National Regulations and Law 2011
- UN Convention on the Rights of the Child

Associated Forms/information:

- Family Enrolment forms
- Media permission forms – Educator Registration
- Service Contract agreement
- Educator Code of Ethics
- Use of Corporate Branding

Failure to comply with this policy may result in disciplinary action or termination of employment or registration as an educator