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3.4 Child Care Services Taree & Districts Inc.

Social Media and Technology

Child Care Services Taree & Districts Inc. (CCSTD) recognises that social media is how people engage, participate and share information and interact online. CCSTD also recognises that social media is becoming an increasingly important tool for business and community engagement. It is not just about the content shared, it is also about the conversations it creates.

CCSTD encourages workers to use social media technologies to enhance communication, collaboration and information exchange to support our high standards of services provided. However, the use of social media technology follows the same standards of professional practice, conduct and privacy associated with all other worker activities.

The Purpose of the Policy

Child Care Services Taree & Districts Inc. is committed to the highest possible standards of service and support. CCSTD will maintain its open communication between stakeholders about matters of common concern and aims to participate in respectful external communication and advancing the practice in a changing technological environment.

While this policy encourages consideration of the use of social media it does not mandate adoption of social media by all business areas, rather using social media as an option to fulfil service needs where appropriate and also to encourage stakeholders to give careful consideration to its benefits and risks.

Our service will not use personal information for any purpose that is not reasonably required for the appropriate or effective operation of the service. The privacy of all information provided is paramount which we as a service will protect at all times.

Definitions

Social media is the umbrella term that encompasses the various activities that integrate technology, social interaction and content creation. Social media uses many technologies and forms.

Social Networking refers to the use of technologies to connect with people who share personal or professional interests through social media.

Social media tools are the applications that allow social networking to take place in its many forms. Such as;

- Social networking sites (e.g. Facebook, MySpace, Bebo, Friendster, etc.)
- Video and photo sharing sites (e.g. Flickr, You Tube, Vimeo, I tunes, Dailymotion)
- Microblogging sites (e.g. Twitter, Posterous, Tumblr, FriendFeed.)
- Weblogs (e.g. Blogger, WordPress, TypePad, Xanga, Open Diary)
- Forums and discussion boards (e.g. Google Groups, Yahoo! Groups)
- Online interactive reference materials (e.g. Wikipedia)
- Virtual Reality Sites (e.g. Second Life, IMVU)
- Any other websites that allow users to utilise simple publishing tools

Expectations

When using technology and social media Child Care Services Taree & Districts Inc. will adopt the “Three R’s” to support quality and professional work standards.

1. Representation

2. Responsibility
3. Respect

Responsibilities

CCSTD employees will decide to use either a work or existing personal profile, based on their personal preference, when acting in an official capacity on any of Child Care Services Taree & Districts Inc. social media. The following guidelines will assist all stakeholders in choosing what is acceptable use of Social Media;

- When acting in an official capacity it must be disclosed that you are an employee/volunteer/support worker/committee member of CCSTD and be clear about what your roles and accountabilities are within the organisation.
- Only publicly available information must be disclosed. You must not comment on or disclose confidential information (such as information pertaining to organisation financials, future business performance/plans or worker information). If you are unsure or require clarification, seek further information from the Service Manager.
- Understand that anything conversed via any Social Media tools is considered to be part of public domain and assume your communications are available for publication and/or discussion.
- CCSTD is responsible for all content that staff/support workers/volunteers/committee members publish when acting in an official capacity.
- It is the intention of CCSTD that the service Web Sites and Social Media Pages will be updated regularly by approved staff members.
- Training must be completed to update knowledge on emerging social trends and evolving best practice in social media when required to do so.
- Any content being published is factually accurate and complies with relevant policies, particularly those relating to confidentiality and disclosure. Approval must come from the Service Manager when you are the first to make an announcement.
- Advice, support or comment on topics must only be offered on subjects that fall within your area of expertise or responsibility. For other matters, refer to the relevant member of staff/worker and inform the other party their request has been flagged for response.
- Do not engage in anything that is obscene, defamatory, threatening, harassing, discriminatory or hateful to individuals and groups including CCSTD employees, workers, volunteers, committee members, partners, competitors and/or other business related organisations or individuals.
- Do not endorse any political or religious parties, candidates or groups. If in doubt, seek clarification/permission from the Service Manager.
- Do not endorse any commercial products, services or entities unless it is in context of sponsorship. Always seek permission from the Service Manager.
- Be polite and respectful of all individuals and communities with which you interact. Remain focused on achieving organisational outcomes.
- Respect copyright, privacy, intellectual property financial disclosure and other applicable laws when publishing on social media platforms. Check with the Service Manager (who may need to seek further legal advice) if you are not certain what you may or may not reproduce or disclose on social media platforms. Do not report on conversations that are pre-decisional or internal.

- Use of social media tools should never interfere with your primary duties with the exception of where your primary duties are using these tools to do your job.
- If publishing comments or content on CCSTD social media tools in an unofficial/personal capacity use a disclaimer “The postings on this site are my own and do not necessarily represent CCSTD positions, strategies or opinions”.
- Ensure that your profiles and related content (personal and official) is consistent with how you wish to be portrayed as a CCSTD employee/support worker/volunteer/committee member, is appropriate with the public trust associated with your position, and conforms to existing standards. Have no expectation of privacy.
- Those with leadership responsibilities by virtue of their position must consider that even in clearly personal venues thoughts they publish may be misunderstood as CCSTD. Assume all thoughts are in the public domain. Have no expectation of privacy.
- If using social media to share planning and reflections for children with parents or family that this occurs on a closed page, is not on public view and only after written consent from the parents and/or participants

Using photos and videos

Photos taken during supports are not to remain on support workers personal phones, I pads, tablets these must be filed safely and deleted from devices.

Approval must be given by the participant and the service manager to publish a photo/s and/or video/s on a social media channel.

Prior to publishing a photo/s and/or videos on a social media channel, permission must be sought from individuals appearing in the photo/s and/or video/s to use their image for online purposes.

Relevant Legislation and Standards

- NDIS Practice Standards
- NDIS Code of Conduct
- NSW Disability Service Standards (NSW DSS)
- NDIS Terms of Business
- Freedom of Information Act 1982
- Privacy and Personal Information Act 1988 (NSW)
- The Disability Inclusion Act 2014 (NSW) and Disability Inclusion Regulation 2014 (NSW)
- Mental Health Act 2007 (NSW)
- Ombudsman Act 1974 (NSW)
- NDIA National Quality and Safeguards Policy 2018
- Sex Discrimination Act 1984
- Racial Discrimination Act 1975
- Age Discrimination Act 2004
- Disability Discrimination Act 1992
- Anti-Discrimination Act 1977(NSW)
- Criminal Records Act 1991(NSW)
- Work Health and Safety Act 2011(NSW)