

SOCIAL MEDIA POLICY

<p>Purpose</p>	<ul style="list-style-type: none"> • Provide guidance to Central Kids employees, whānau and visitors with respect to both personal and official Central Kids use of social media, and • Set out the accountabilities and responsibilities of employees in relation to the Central Kids social media presence
<p>Explanation</p>	<p>Central Kids recognises that social media can have a significant influence on the reputation of an organisation and the safety of ākonga. Content shared can receive a greater audience than initially intended. Central Kids recognises that social media technologies, if used appropriately, can be an excellent way to broaden and increase opportunities for communication with whānau and communities, as well as being a powerful marketing tool.</p>
<p>Scope</p>	<p>This policy is broad in nature to accommodate the fast-changing landscape of social media. This policy sets out the expectations and guidelines for Central Kids employees, whānau and visitors to our services.</p>
<p>Guidelines</p>	<ul style="list-style-type: none"> • Photographic and video footage of tamariki and/or learning experiences recorded at Central Kids services or events on digital devices (either personally owned or the property of Central Kids), such as mobile phones, electronic tablets, and other recordable electronic equipment, will only be used within the context of service documentation, and online portfolios. When images are used for marketing, explicit approval shall be given by the parent/caregiver. • Any posts that are used for marketing purposes will be approved by a member of the senior leadership team or the Marketing Officer. • All employees are asked to remind whānau or visitors to the service that they may not take photos without the permission of staff. • All employees will respect the privacy of the whānau and colleagues attending Central Kids services and will not use images gained through the course of their work on personal social networking websites. • Parental/caregiver permission is sought on induction via signed enrolment form for the use of digital images and video of tamariki on Storypark, Central Kids web pages and other agreed social media platforms, e.g., Facebook and Instagram. • Employees will remain professional when interacting with whānau and other employees on social networking sites and will comply with the professional conduct expectations outlined in the Central Kids Code of Conduct. Any breach of this, may be considered serious misconduct. • Certificated teachers are bound by the Code and Standards of the New Zealand teaching profession, and the Licensing Criteria for Early Childhood Education & Care Services 2008. • Any social media or website associated with Central Kids shall have pre-approval by the Senior Leadership team or the Marketing Co-ordinator. • Signage will be clearly displayed in all Central Kids sites to remind whānau and visitors that photos or video must not be taken unless permission is granted. <p>Employee personal social media involvement</p> <p>An employee using a social media site as a private individual:</p> <ul style="list-style-type: none"> • Employees accepting friendship requests from whānau will do so in a personal capacity, and any messaging between the parties will at all times be respectful, portray Central Kids positively and will not compromise its work. • Must not post confidential or proprietary information of or about any aspect of Central Kids, including children, employees (including former employees) which was acquired during the employee's employment at Central Kids.

SOCIAL MEDIA POLICY

	<ul style="list-style-type: none"> Any social media posts are to be completed in a professional manner and must always consider how the post may reflect on the organisation. Any posts must also consider the privacy of co-workers, and must not include photos, videos, or details of internal conversations that may identify them without their permission. The Central Kids logo must not be used in social media posts that compromise the integrity of the organisation, and without express permission of the Marketing Officer or a member of the senior leadership team. If any employee makes comments or publishes material on the internet, including any comments made on social media websites or applications that Central Kids believes is in breach of this policy, Central Kids may in addition to any other options available, request the individual to remove the comments or materials and specify the timeframe for this to occur. All employees have a responsibility to report any noticed breaches of this policy to their leader or a member of the senior leadership team immediately. <p>Whānau, student teacher and visitor social media involvement</p> <ul style="list-style-type: none"> Central Kids recognises the importance for whānau of having photographs or videos from their tamariki celebrations or other events. However, to protect everyone’s privacy, we ask that any photos taken by whānau at such times are only taken after permission is granted from the kaiwhakaako or designated person responsible. We ask that any images are treated with respect and remain off publicly accessible websites unless permission is granted from each person in the photographs or videos. Students and visitors to any of our services or Tari Matua shall not take photos or video to share on social media sites without the permission of all involved.
<p>Definitions</p>	<p>“Social media” in this policy means the collective of online communication channels, portals and websites dedicated to facilitating community-based interactions, sharing and collaborations. Social media allows people to socially interact, converse, network and share with one another online; examples of social media sites and applications include, but are not limited to: Facebook, YouTube, Instagram, Storypark, Tik Tok, Snapchat, Twitter, Whats App, LinkedIn</p> <p>“Ākonga” refers to all learners including tamariki, kaiako and whanau, support staff, relievers, Tari Matua, and Mātauranga Ake.</p> <p>“Employee” includes all kaiako, support staff and relievers.</p> <p>‘Electronic Information’ is data that is created, altered, communicated, and stored in digital form.</p> <p>‘ICT’ refers to the computer network, internet access facilities, computers, and other electronic devices used for communicating or sharing information.</p> <p>The term ‘ICT devices’ used in this document, includes but is not limited to, computers (such as desktops, laptops), storage devices (such as USB memory devices, CDs, DVDs), cameras (such as video, digital, webcams), mobile phones, video and audio players/receivers (such as portable CD and DVD players), gaming consoles, multi-function centres, and any other technologies as they come into use.</p> <p>‘Storypark’ refers to the programme used within Central Kids for electronic portfolios to record and assess tamariki learning.</p>

SOCIAL MEDIA POLICY

	<p>'Social media' embraces web-based and mobile-based technologies to facilitate interactive communication between organisations, communities, and individuals.</p>
References	
Standards	<p><u>Licensing Criteria for Centre-Based ECE Services</u> <u>Code of Professional Responsibility and Standards for the Teaching Profession</u> <u>Netsafe</u> <u>Storypark</u> <u>Education Council - social media</u> <u>File Sharing</u> <u>Copyright Council</u> <u>Harmful Digital Communications Act</u> <u>Privacy Act 2020</u> <u>Human Rights Act</u> <u>Childrens Act</u></p>
Service Documents	<p>ICT User Agreement Media Policy Privacy Policy Code of Conduct Policy Fairness and Disciplinary Policy Restricted Photo Zone sign</p>
Policy Review	<p>Central Kids may amend and vary its policies from time to time at Central Kids discretion and employees are required to observe such policies.</p>

SOCIAL MEDIA POLICY

Before and as, you use social media tools in your work and personal life, keep in the following in mind...

Be clear about

- the purpose of your interactions via social media
- the purpose and lifespan of online spaces you set up for teaching and learning purposes
- situations where you need to seek agreement from ākonga, whānau, and your colleagues

Maintain appropriate boundaries

Be aware of how persistent and shareable your posts are

Be open to learning by

- taking advantage of the knowledge and expertise of your colleagues
- seeking guidance from a Kaiarataki as soon as you have a concern

Be responsible and role model for ākonga by

- being transparent and upfront about your online identity owning the content you create
- keeping your own privacy settings up to date and appropriate

Adhere to copyright law

Be respectful and take into account

- the views and opinions of ākonga, whānau and your colleagues
- the privacy of those involved in your groups and the things you share