



YMCA WA SOCIAL MEDIA PROCEDURE

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YMCA WA is officially accredited as a Child Safe Organisation

DOCUMENT CONTROL

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1.0 PURPOSE

To provide clear guidelines to efficiently and professionally use social media with in the YMCA WA.

2.0 SCOPE

This Policy applies to the service staff, and educators.

3.0 ROLES AND RESPONSIBILITIES

Role Title	Responsibilities

4.0 RELATED LEGISLATION AND STANDARDS

The following related legislation and standards can be accessed from YConnect

Legislation/Standard
Education and Care Services National Law (WA) Act 2012
Education and Care Services National Regulations, 2012
National Quality Standards

5.0 SUPPORTING PROCEDURES, POLICIES AND OTHER DOCUMENTS

Refer to the YConnect page for the current link to related documents listed below.

Document ID	Document Title
	Media permission form
	Educator Program
	Enrolment form

	Safeguarding children and young people policy (Y Australia)
SD-FDC-05-06-PROD	Enrolment and Orientation of Children
SD-FDC-02-02- PROD	Confidentiality policy
SD-FDC-02-02- PROD	Privacy policy
SD-FDC-05-04-PROD	Relationships with Children Policy

6.0 STEPS

YMCA WA supports the individual educator’s right to promote their education and care service within the recommended guidelines.

Every service staff and educator has the responsibility to maintain and enhance the YMCA WA Family Day care Services public image and to use the Internet in a responsible manner.

No Child or family member will be compromised in any way at any time. Photographs and videos are generally used to document the program, to communicate a child’s learning to parents and as an intentional teaching tool to revisit learning.

1. When a child starts at an educators Service, parents are asked to agree in writing to their child being photographed and videoed by educators but not by students.
2. The YMCA WA service staff and educators uses the images for child development profiles, portfolios, Service displays, the Service Facebook pages both the closed and open page and to share information about the Service’s activities such as special occasions, birthdays and excursions. The Service also uses them to create a slide-show of the day’s events for children and their parents. From time to time, where relevant to the observation and after careful consideration, a child’s photograph may also be included in another child’s profile.
3. Only educator and service staff devices will be used for obtaining photos or videos.
4. The Service will respect the wishes of any parent who does not wish their child to be photographed and ensure that this does not occur while ever the child is in attendance at the Centre.
5. The YMCA WA does not allow any other party other than service staff and educators to photograph or video children.
6. Parents or family members visiting the educators service with the intention of taking photographs or video may only photograph or video their own child unless they have written permission from the parents of any other participating child.
7. Where a parent has given permission for their child to be photographed at the Service by anyone other than Service staff, the Service does not accept responsibility for the distribution or use of any photograph taken.

8. Service staff and educators must maintain professionalism at all times in all communications (in-person, written, or online) with the Education and Care community.
9. Additionally, all service staff and educators must be aware of the possibility of online content being shared with extended family, educators, service staff and parents other services, as well as others outside the education and care community.
10. Therefore, all information disseminated will be consistent with the professional standards of the YMCA WA.
11. Service staff and educators may be held responsible for any online behaviour or content that connects them to the YMCA WA or implicates the YMCA WA in that behaviour.
12. Service Staff and educators may also be held responsible for any statements, posts, communications, or other online behaviour or content that is not consistent with the YMCA WA mission and philosophy.
13. Service staff and educators must consider and respect the privacy of the service staff, educators, the educators family members students and volunteers.
14. The posting of confidential and/or identifying information about the children, parents, service staff and educators on social media (including but not limited to Facebook, Twitter, Instagram) is strictly prohibited.
15. The YMCA WA encourages critical commentary and observations that may relate to the Service and its operations; however, when such commentary and observations occur within a public forum and contain confidential information, it may result in disciplinary action.

7.0 FEEDBACK

Feedback on this procedure must be directed to the Document Owner outlined in the cover of this procedure.

The Document Owner is responsible for maintaining the currency of this document.

8.0 DEFINITION OF TERMS

Term	Definition