



## SECTION 4 STAFFING POLICIES

### 4.9 Staff Media Policy

#### Background:

##### 1. Social Media Definition

“Content created by people using highly accessible and scalable publishing technologies. Social media is distinct from industrial media, such as newspapers, television, and film. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information – industrial media generally require significant resources to publish information”. ([http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media))

Social Media may include (although is not limited to):

- social networking sites (eg Facebook, Myspace, LinkedIn, Bebo, Yammer)
- video and photo sharing websites (eg Flickr, Youtube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (eg 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (eg Twitter)
- wikis and online collaborations (eg Wikipedia)
- forums, discussion boards and groups (eg Google groups, Whirlpool)
- vod and podcasting
- online multiplayer gaming platforms (eg World of Warcraft, Second life)
- instant messaging (including SMS)
- geo-spatial tagging (Foursquare)

##### 2. Overview

The Gums recognises that staff may wish to use social media in their personal lives.

This policy does not intend to discourage nor unduly limit a staff member’s personal expression or online activities.

However, staff should recognise the potential for damage to be caused (either directly or indirectly) to The Gums in certain circumstances via personal use of social media when you can be identified as a Gums employee. Accordingly, staff should comply with this policy to ensure that the risk of such damage is minimised.

### 3. Process

- You are personally responsible for the content you publish in a personal capacity on any form of social media platform.
- Where your comments or profile can identify you as an employee of The Gums, you should not use, access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.

Where your comments or profile can identify you as an employee of The Gums, **you must:**

- only disclose and discuss publicly available information;
- ensure that all content published is accurate and not misleading and complies with all relevant centre policies;
- expressly state on all postings (identifying you as a Gums employee) the stated views are your own and are not those of The Gums;
- be polite and respectful to all people you interact with

Where your comments or profile can identify you as an employee of The Gums, **you must not:**

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- imply that you are authorised to speak as a representative of The Gums nor give the impression that the views you express are those of The Gums Childcare Centre;
- use the centre's email or web address or any logos or insignia;
- use the identity or likeness of another employee
- use or disclose any confidential information obtained in your capacity as an employee/contractor of the Gums;
- use a centre email address or any web address, logos or insignia that may give the impression of official support or endorsement of your personal comment;
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee/contractor;
- make any comment or post any material that might otherwise cause damage to The Gums' reputation or bring it into disrepute.

The following is offered as general guidance to assist you in complying with the obligations set out in this policy. When in doubt, seek further guidance from the Director / Assistant Director or licensee.

#### *Harassment and bullying:*

- The Gums' Anti Bullying and Workplace Conflict Policy applies online and in the physical workplace.
- Workplace bullying and harassment includes any bullying or harassing comments employees make online, even on their own private social networks or out of office hours.
- Abusive, harassing, threatening or defaming postings are in breach of the centre's Anti Bullying and Workplace Conflict Policy, and may result in disciplinary action being taken.
- All employees are expected to treat their colleagues with respect and dignity and must ensure their behaviour does not constitute bullying and/or harassment.

### *Defamation:*

You should refrain from publishing material that may cause injury to another person, organisation, association or company's reputation, and should seek further guidance if publication of such material is thought to be necessary.

### *Offensive or obscene material:*

- Material may be offensive or obscene and may infringe relevant online classification laws if it pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

## **4. Using The Gums Child Care Centre iPad's**

- Any iPad's provided at The Gums Child Care Centre are predominantly to be used by Educators to document learning. However where an appropriate learning opportunity arises, children can have access to iPad's under close supervision by Educators for short periods of time; A short period of time being no longer than 10 minutes.
- Please do not upload / download any documents or apps without prior permission from the Director / Assistant Director.
- Educators that use Facebook or email to send documented learning to families are able to upload their personal accounts to the room's iPad at their own risk. In this instance Facebook and email should only be used to send information and view work related information, not to view or send personal information.
- If using personal Facebook accounts and emails to send information, this should only be used when the children are not present or not able to see your screen.