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**SOCIAL MEDIA POLICY**

**RATIONALE**

How social media is used, can have a significant influence on the reputation of an early childhood centre and the safety of early childhood centre participants. Content shared can receive a greater audience than initially intended. Flying Kiwi Preschool recognises that social media technologies, if used appropriately, can become an excellent way to broaden and increase opportunities for communication with mātua, whānau and communities, as well as being a powerful marketing tool.

**TE WHĀRIKI**

***Well-being/ Mana atua - Goal 3:*** Tamariki, whānau and employees experience an environment where they are kept safe from harm.

***Belonging/ Mana whenua - Goal 4:*** Tamariki, whanau and employees experience an environment where they know the limits and boundaries of acceptable behaviour.

**PROCEDURES**

* All team members understand that photographic and video footage of tamariki and/or learning experiences recorded on digital devices (either personally owned or the property of Flying Kiwi Preschool ) such as mobile phone, e-pads, and other recordable electronic equipment, will only be used within the context of learning stories, centre documentation, group planning and on Storypark.
* All team members recognise the privacy of the whānau attending Flying Kiwi Preschool, and will not use images of tamariki attending Flying Kiwi Preschool on personal social networking websites such as Facebook, unless they are their own tamariki.
* Permission is sought on enrolment via a signed enrolment form for the use of digital images and videos of tamariki on Facebook and any other social media platforms i.e. Instagram.
* A person responsible at Flying Kiwi Preschool will ensure all communication on centre Facebook pages is appropriate and suitable for its purpose.
* Kaiako will take into consideration that they are viewed as role models by our wider society. They will think carefully about how they represent themselves when using social media. Kaiako will understand and use privacy settings where available on social networking websites, to ensure that personal information is kept private.
* Kaiako will remain professional when interacting with mātua on social networking sites such as Facebook, Twitter, My Space, Instagram and Linked In, etc. and will comply with the professional conduct expectations outlined in the Flying Kiwi Preschool Employee Handbook.
* Online activity will not interfere with the ability of the kaiako to perform their job responsibilities or commitments.
* All team members recognise the privacy of their colleagues and will seek consent before using images of their colleagues on social networking sites such as Facebook.
* Flying Kiwi Preschool recognises the importance for some whānau of having photographs or videos from their tamariki celebrations or other events. However, in order to protect everyone's privacy, we ask that any photos taken by whānau at such times are treated with respect and remain off publicly accessible websites such as Facebook, etc. unless permission is granted from each person within the photographs or videos.

**LINKS TO:**

* Infonnation and Communication Technologies Policy
* Privacy Policy

**Date approved:**

**Review date:**