

48. Social media



Introduction

Social media is defined for the purpose of this policy as “internet based methods of sharing information generated by users.” ‘Users’ for the purpose of this policy are defined as “Staff members either currently or previously employed by Tillys Play and Development Centre and Volunteers and Students who are currently in or have previously been in an agreed engagement with Tillys Play and Development Centre.” Some examples of social media include, but are not limited to, Facebook, Twitter, Myspace, Instagram, Snapchat, Pinterest, LinkedIn, You Tube.

Personal Social Media: Any social media accounts that are created and owned by individual employees (e.g. Your Facebook page)

Company Social Media: Any social media accounts that are created and owned by Tillys Play and Development Centres. These accounts can only be created with written approval from Donna and Ron MacIntyre our Approved Providers and company owners.

Purpose

To have an explicit guideline for staff members in the use of social media in connection with their employment at Tillys Play and Development Centres

Goals – What are we going to do?

- Establish and promote professionalism in our workplace
- Protect employees, the children and their families of our services
- Maintain confidentiality in our services

Strategies – How will it be done?

Guidelines for Social media

- Staff members are not to create online relationships with the children or their family members unless they are engaged in a relationship with them outside of the centre previous to their enrolment at the centre.
- Social media is not to be accessed during work hours or using work computers or devices. Social media can be accessed during employee’s breaks on personal devices only.
- Employees are not to post photos onto social media of the children of the service, their families or the workplace, onto their personal social media accounts
- Employees can use social media to make positive comments about the workplace. Some examples include:

“Had a great day on our excursion to the Zoo”

“Congratulations to all of the staff and children at Tillys on our Christmas concert”

“I can’t wait to see all of our children dressed up for Book Week”

“I love that I get to go to work in my pyjamas today”

- Employees cannot use social media as a means to breach confidentiality or make negative comments about the workplace, events occurring in the workplace or people in the workplace. This also applies to all centre closed group pages such as Tillys Educator page and individual centre staff pages. Negative comments may not always be intended in the manner they are perceived in by others, therefore to prevent ambiguity no negative comments are to be made. A real life example of a negative comment perceived in the wrong way recently is:
Staff member on Facebook “Have had the worst day. Can’t wait for it to be over”
Parent who is friend of staff member on Facebook “I hope hasn’t been too much trouble today. Sorry!”
- Another real life example of a negative comment with a negative effect is:
Staff Member 1 “Don’t you hate loud chewing and talking while you are trying to eat your own lunch. Yuck”
Staff Member 2 “I know exactly who you mean. Same thing happened to me yesterday”
Staff Member 3 – Tells Staff Member 4 who was in the staff room at the same time about the comments.
Staff Member 4 - Approaches Nominated Supervisor very upset as she had been told about the comments on Facebook. Tells Nominated Supervisor she feels unwelcome in the workplace and requests to change rooms as she no longer feels comfortable working with the other staff members in her room. Staff Member 4 from then on has her lunch break in her car or outside of the centre.
- Some other examples of negative comments include:
“Surely it’s not that hard to pick your children up on time”
“Thank God it’s Friday”
“I need a stiff drink after the day I’ve had”
“Have had no sleep, have to be at work at 6:30, how am I going to get through the day!”
“Have a headache after a day of screaming kids”
“My kids have been crazy today – go away wind!”
- By not engaging in relationships with families on social media, innocent comments cannot be misinterpreted or reduce the level of professionalism of our service.
- Social media is never to be used as a means of communicating with your Nominated Supervisor when calling in sick or cancelling a shift.

How does Tillys enforce the above requirements and expectations?

- Staff sign in their staff handbook upon employment that they agree to the above conditions and that they agree to follow policies and procedures set into place by Tillys.
- Families sign a section on their children’s enrolment form that as a condition of enrolment in the service they do not request Employees at Tillys to engage in relationships with them on social media.

Consequences of not following above guidelines

- Spoken to by Nominated Supervisor
- Performance Improvement Plan
- In repeated cases Staff Matrix followed by termination of employment

Roles and Responsibilities

Approved Provider will:

- Ensure the service operates in line with the Education and Care Services National Law and National Regulations.

Nominated Supervisor will:

- Ensure educators, staff and families are aware of this policy and procedures outlined in the centre's staff handbook and family handbook.
- Follow guidelines outlined in the policy.

Educators will:

- Follow guidelines outlined in this policy and staff handbook.

Families will:

- Follow guidelines outlined in this policy and centre family handbook and enrolment form.

Related Legislation

- Education and Care Services National Law Act
- Education and Care Services National Regulations: Regulations 168

Links to other policies and documents

- Staff Handbook
- Enrolment Form
- Family Handbook
- Staffing Policy

Links to Education and Care Services National Regulations: 168
Links to National Quality Standards/Elements: 7.1

Sources

- Jessica Taylor – Quality Assurance Advisor – Tillys Play and Development Centre