# <Playgroup Name> Social Media Policy

## Social Media

Social media is a group of online applications which are designed to allow information to be created, shared, discussed and disseminated. Social media include the sites, tools, channels and platforms used to publish user-generated content and promote social connections and conversations. Social media provide opportunities to build communities and to encourage dialogue through the exploration and consideration of diverse thoughts and views.

<Playgroup Name> playgroup uses a variety of social media channels to communicate with members and the broader public to encourage conversations within the community.

<Playgroup representative Name or Title> from the playgroup committee is responsible for the day to day activities on the social media platforms as well as setting up the accounts and users.

## Policy Purpose

To inform <Playgroup representative Name or Title>, Committee Members and Volunteers who contribute to social media on the responsible and appropriate use of social media.

## Policy Statement

Our policy applies to all social media channels and must be respectful to ensure positive interactions and stimulate conversations.

It must not:

* Bring Playgroup WA or Playgroups into disrepute;
* Compromise the effectiveness of the Playgroup WA or Playgroups;
* Defame individuals or organisations;
* Express negative personal views, comments or slander;
* Disclose confidential information without authorisation,

## Attachments

Things to Remember

Best Practices

Tips on sharing photos

## Related Documents

How to get started on Social Media and Marketing

## 1. Things to remember

Comments made online, including on social media;

* is available immediately to a wide audience
* may be copied repeatedly
* may be seen by people who it is not intended for, who may use it for a purpose for which it was not intended or may take it out of context.
* Exercise discretion and use your own judgement when making decisions about making public comment or participating online. Generally, if you have any doubt you should seek advice from another committee member before taking any action.

## 2. Best Practices when posting on social media:

The office of eSafety Commissioner has released the following information in regard to social media and children which may be useful for your playgroup.

### Photos, videos and social media

Uploading photos and videos onto social media services and websites can be a great way to share memorable moments with friends and family, or to boost engagement with your community.

But there can be risks associated with posting photos and videos of children online. There are some things you can do to reduce the risk of photos and videos being shared more widely than you intended.

## 3. Tips for taking photos and videos and sharing them online

Parents, families and children enjoy seeing photos of their achievements, but this should always be done safely.

### Public and private places

The law treats taking photos or videos in private places and public places differently. In public places you have the right to take a photo unless you do so in a way that is offensive or makes a nuisance to those around you.

When photos are taken in a private place people can enforce rules about photography, so you should consider gaining consent before taking photos and videos.

### Think before you post

Once posted online any photo or video can be shared, copied and/or manipulated. You may not be able to control how a photo or video is used by others.

Think about:

* Who might be able to see the photos and is there permission to post the photo?
* Is there anyone else in the photo? (Be mindful that some people may not want their image to be published)
* Will the photo offend anyone?
* Are there any identifying details in the photo? (Including personal information such children’s names, landmarks and street signs)

### Privacy settings

When uploading photos and videos check your privacy settings on the social media services you use as well as on the device. You can change privacy settings to control who sees your photos.

### Alternate ways to share photos and videos

Other ways that may give you more control when sharing photos and videos include:

* sharing photos by email
* using a secure online portal (secure online facility, enabling organisations to authorise access through secure passwords)
* multimedia messaging service (a standard way to send messages that include photos and videos over a cellular network).

### Geo-location

Sharing photos online can sometimes identify your location. If you do not want to share your location through your photos:

* check the location settings on your device to know what apps are using geo–location and turn them off or limit the function
* ensure that GPS locations and schedules of children’s activities are not shared online.

### The risks

Taking these steps and being mindful of safety can help to minimise any risks that come with sharing photos and videos of children and others online. It’s important to remember that some people may have a different interest in children and others than you and your playgroup do. There have been cases where innocent images posted on social media or other websites have been ‘harvested’ and used for other purposes. Sometimes predators can narrow down their search of children because of identifying details in photos.

### A photo or video of my child has been posted online without my permission. How can I get it removed?

In the first instance you should ask the person who posted the photo or video to remove it. If the person refuses or you don’t know who posted it, you may wish to contact or report your concern to the specific social media site.