



Hendon Preschool

Social Media Guidelines for Families

Quality Area 7 – Governance and Leadership

The use of social media websites and applications as a means of communication has grown rapidly over the last few years. The Department for Education endorses and encourages the use of social media as a legitimate tool for aiding communication and enhancing teaching and development.

We at Hendon Preschool believe there is a place for the use of social media to share information about the preschool, its educational programs and children's learning, with families and the community.

Hendon Preschool follows the following guidelines in relation to Social Media:

Public Social Media (i.e. Facebook)

- Will be used for relevant information about the preschool, uploading photos of the educational program, promoting preschool events, responding to questions from the local community and creating links to the Hendon Preschool website or other relevant websites.
- Images of children on a public social media platform will not include any names identifying any of the children in the image, or any part of the face that identifies the child.
- Only text identifying the preschool will be used and/or a description of the activity (e.g. children from Hendon Preschool visiting the wetlands).

Private Social Media (i.e. Seesaw)

- Will not be available for the public to see, it is only for parents/caregivers within the children's preschool group.
- Will be used to communicate examples and evidence of learning and provide parents/caregivers with information about what's happening at preschool.
- May include child's face, name and creative work.
- Parents/caregiver are asked to maintain the confidentiality of communications. Photos should not be downloaded, copied, shared or uploaded to online platforms or social media. Only the people signed up to the account should use the account.

Upon enrolment families will be asked to sign a "Consent Form – Child/Student - Permission to use image, video, voice and/ or creative work of students and children" form, which relates to Social Media (as detailed above) as well as photos, names, images and creative work which is used in each child's Learning Folders which are compiled during the preschool year.

Monitoring, Evaluation and Review

This guideline has been developed by Hendon Preschool. It will be reviewed and evaluated regularly by educators and modified as required to ensure continued relevance for Hendon Preschool.

This guideline will be reviewed by all permanent/contract educators upon commencement at Hendon Preschool and when changes are made. It will be available for all Relief Educators near the Visitor Sign In Sheet.

Review as required to ensure continued relevance for Hendon Preschool.