



# St. Mary's Preschool

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## Social Media Policy

### RATIONALE

St Mary's Preschool recognises that social media, if used appropriately can be an excellent way to broaden and increase the ability to communicate and share with parents, whānau and communities.

As well as providing a platform to advertise the preschool for both potential enrolments and staffing purposes.

We are committed to using social media in ways that protects the wellbeing of children, whānau and staff.

### PROCEDURES

1. Permission is sought via the enrolment form for the use of children's digital images and videos on Facebook and the St Mary's Preschool website. Staff and parents will be consulted as necessary.
2. Only preschool devices may be used for photographic and video footage of children, and will only be used within the context of learning stories, centre documentation, group planning and social media websites such as Facebook and Instagram and St Mary's Preschool website.
3. All staff recognise the privacy of everyone within St Mary's Preschool and will not use any images on personal social media sites.
4. The administrators of the Facebook page will ensure all communication on the St Mary's Preschool Facebook page and any other Facebook groups associated with the preschool, is appropriate and suitable for its purpose.  
One Board member and one staff member will be the administrators. The comments will be regularly monitored by the administrators.
5. All staff 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.  
When using social media all staff will be mindful of 'The Code of Professional Responsibility'.
6. Staff will remain professional when interacting with parents and the community on social networking sites such as Facebook, Twitter, Instagram and any other social media sites.
7. St Mary's Preschool recognises the importance of children's celebrations or other events. In order to protect everyone's privacy, we ask that any photos taken remain off publicly accessible sites such as Facebook etc. Unless permission is granted from each person within the photographs or videos.
8. The administrators of any social media will be aware of use of the social media site, to ensure that they know how the service provider may access, re-use or republish the information you post.
9. The administrators will clearly acknowledge information, ownership and the source of information created by another person / organisation when posting or reposting.
10. All staff are discouraged from being connected with parents on social media sites until their children stop attending Preschool or unless they were connected before their child started at St Mary's Preschool.
11. All staff, Board of Governors and any administrators of social media pages/groups will sign a cybersafety agreement on commencement of their role at St Mary's Preschool

### St Mary's Preschool Family and Whānau Chat Facebook group

1. The group is to be set as a Private group, with all new membership requests to be approved by administrators. Only those who are an approved member of the group will be able to see who is in the group, and what is posted. Member's of the group are only to be staff, and immediate

whānau or caregivers of a child currently attending preschool. Any other requests may be considered by the administrators.

2. Administrators will be the Senior Teacher, and Office Manager
3. Parents/caregivers will be invited to join the group when their child starts attending St Mary's Preschool.
4. Members are made aware upon approval to the group that they are not to share any content. This includes content posted on this group or outside of the group, unless the photo is of their child and no other child or adult is visible.
5. Members are made aware upon approval they are not to post any content of tamariki other than their own, unless permission is granted from the other child's whānau member. Eg; a child's birthday celebration with preschool children attending, any photos posted must have approval from all parents/caregivers of children in the photo before posting.
6. Members are aware that from time to time, a staff member may download content posted of tamariki, to include in assessment documentation if appropriate.
7. Families will be removed from the Facebook group no later than 4 weeks after their child stops attending preschool.

### **Licensing Criteria for Early Childhood Education & Care Services 2008**

**HS32** - All practicable steps are taken to protect children from exposure to inappropriate material (for example, of an explicitly sexual or violent nature).

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| Date Reviewed  | July 2021   |
| Board Ratified | August 2021 |
| Next Review    | 2022        |