

Huron Co-operative Playschool

383 Huron St.
Toronto, ON M5S 2G5
(416) 977-1109

Social Media Policy

Purpose

This policy provides guidelines for the safe and appropriate use of social media within the context of Huron Co-operative Playschool.

Scope

This policy applies to staff, parents/guardians who wish to have their children enrolled at this school or have children already enrolled at the school, volunteers, students undertaking placement at the school, and other members of the school community.

Definition

“Social media” includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else’s web blog, journal or diary, web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with Huron Co-operative Playschool, as well as any other form of electronic communication.

Background

Social media such as Facebook, Google+, YouTube and blogging represent a growing form of communication for all types of organizations, including childcare and educational organizations, allowing them to engage with the wider community more than ever before. However, social media is also an area in which rules and boundaries are constantly being tested, and we must be mindful of the effects of the use of social media on children and families within our school community, particularly in relation to privacy and confidentiality.

Policy Statement

Huron Co-operative Playschool is committed to:

- Maintaining the privacy and confidentiality of children attending the school and the families of children who attend.
- Ensuring the online safety of children and families of children who attend the school.

Procedures

(a) Staff, parents/guardians, volunteers, student teachers, and other members of the school community posting to social media, including the Huron Co-operative Playschool web site or Facebook page:

- Must ensure that no child is included in photos or posts on social media, unless consent is explicitly given by the child’s parents/guardians for their child’s photograph to be posted on social media.
- Must ensure that no names or identifying captions are used in photos or posts on social media.
- Must ensure that, where photos are taken with the intention of using them in social media posts, families of the children have consented to photos being taken of their child.

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- Should only make posts which are within the interests of Huron Co-operative Playschool and which uphold the values of this policy.

(b) Social media linked to Huron Co-operative Playschool, in particular the Huron Co-operative Playschool Facebook page, must not be used for the promotion of personal financial interests, commercial ventures, personal campaigns, or to promote other businesses; however, the Huron Co-operative Playschool page may be used to thank local businesses for their support of the preschool.

(c) Users who are deemed to be using our page inappropriately, particularly in the above mentioned ways, will be blocked by Playschool administrators.

Breach of Policy

All reports of misuse of technology will be investigated fully and may result in a notification to police or appropriate governing bodies where the Playschool is obliged to do so. Any concerns or suspicions over the breach of this policy should be brought to the immediate attention of an administrator of our page either via email, telephone, or conversation in person and not be addressed on the site and will be dealt with at the discretion of the Executive Committee.

Key Responsibilities

Staff and the Executive Committee are responsible for:

- Developing and reviewing this policy.
- Authorizing any changes to this policy.
- Ensuring this policy is implemented.
- Monitoring complaints and incidents regarding this policy.

The parents and guardians are responsible for:

- Adhering to the points contained within this policy.
- Notifying the Executive Committee if there are concerns over the breach of this policy.

Version: June 2015