



PO Box 807 Ballina NSW 2478  
Telephone: 02 6686 7799  
ABN 85 676 459 681

Location: 17 Brunswick Street Ballina NSW 2478  
Fax: 02 6686 4093  
Email: [admin@fdcballinabyron.com.au](mailto:admin@fdcballinabyron.com.au)  
Web Site: [www.fdcballinabyron.com.au](http://www.fdcballinabyron.com.au)

## **ADVERTISING / SOCIAL MEDIA POLICY 2015**

**National Quality Standards:** 6.1.2, 6.1.3, 6.2.2, 6.3.4 (see footnote for definition)

**Policy:** All advertising and promotional material used to endorse any aspect of Ballina Byron Family Day Care Service must be endorsed by the Authorised Supervisor of Ballina Byron Family Day Care Service to ensure that the Service is promoted in such a way that it is ethical, positive, fair to all educators and parents, and is beholding of the Mission and Philosophy of the Service.

**Background:** Whilst Family Day Care Providers are self-employed Childcare providers, they are also operating their business under the Childcare license held by Ballina Byron Family Day Care. As Licensee of Ballina Byron Family Day Care this policy ensures clear procedures and ethics in advertising practices are maintained for the well-being of the whole service.

The use of social media by educators, either in a professional or personal capacity, has the ability to compromise the privacy, security and reputations of families, other educators, staff and/or the service as a whole. Therefore, individual educators are obliged to:-

- Consider the rights of each child and family;
- Take responsibility for what they write;
- Try to add value to what you are doing and saying;
- Respect their audience, both visible and invisible; and
- Respect copyright.

### **Relevant Legislation:**

- Education and Care Services National Regulations 2011
- Children (Education and Care Services National Law Application) Act 2010
- National Quality Standards 6.1.2, 6.1.3, 6.2.2, 6.3.4

### **Key Resources:**

- Aust Government (2011) Protecting yourself online what everyone needs to know 2<sup>nd</sup> Edition

### **Co-ordination Unit Staff will:**

- Ensure the Advertising Policy for the Family Day Care Service reflects the best interests of the Service within the Community.
- Develop advertising material for the Service.
- Advertise the Family Day Care Service regularly and in different ways.
- Conduct promotional activities regularly.
- Conduct regular surveys of new Parents and new educators to determine the effectiveness of different advertising and promotional activities of the Service.

- Record the effectiveness of different forms of advertising and use this to assist in the annual budget plan in regard to advertising and promotion.
- Provide advertising and promotional material to Educators if requested to use to promote FDC in their area. Note: this material is not to be altered in any way from the original format.
- Maintain a register of the location of FDC Promotional material and when it was placed in that location. This includes material placed by the Service and the educator.
- Respond to requests for media coverage for special occasions and events, in line with our Policies and procedures.
- Not use information or images on internet or social networking site without written permission from families.
- Update social media accounts with either text, photos, links as often as possible.

#### **Educators will:**

- Not engage in any form of social networking whilst supervising children.
- Ensure, via privacy settings, that images of children are accessible only to their parent/guardian. If this is not possible, consider posting images of the children's play environment, achievements etc., rather than images of children.
- Apply good judgement to every activity related to your family day care service;  
*Could you be accused of discussing confidential information?  
Are you making negative statements about BBFDC, scheme staff, other educators, families and/or children using the service?*
- Be aware that prospective users of the service may access your personal/private social networking pages, so inappropriate comments, language and/or information posted by you may have a negative impact on your service and/or BBFDC.
- Use of social media as a communication tool does not replace verbal or written forms of communication.
- If any stakeholder of BBFDC becomes aware of social networking activity that may be deemed to be distasteful or lacking good judgement, the scheme manager should be notified.
- Promote Family Day Care Service to the wider Community in a positive manner at all times.
- Ensure that any promotional material the educator wants to use, has been endorsed by the Authorised Supervisor of the Service before being used. This is inclusive of all promotional material but not limited to the following specific technologies e.g. Facebook, you tube, twitter, my space, personal blogs, personal websites, group emails, sms messages, local newspaper/magazine stories; flyers/letter box drops; balloons; noticeboards; radio advertisements; business cards; school newsletters.
- Inform the Authorised Supervisor of the FDC Service of the location of any advertising material they place within the community.
- Not place any form of advertisement of their individual Family Day Care business unless endorsement has been given from the Authorised Supervisor of the FDC Service.

#### **Families are encouraged to:**

- Promote Family Day Care in their Community in a positive manner.
- Support any Family Day Care promotional activities if available to do so.

Policy Created: May 2008  
Policy Reviewed: 2008, 22/6/11, 20/11/15

Policy Ratified at Committee Meeting (date) .....

Signed: ..... Title: .....

**NQS Definitions:**

- 6.1.2 – Families have opportunities to be involved in the service and contribute to service decisions.
- 6.1.3 – Current information about the service is available to families.
- 6.2.2 – Current information is available to families about community services and resources to support parenting and family wellbeing.
- 6.3.4 - The service builds relationships and engages with the local community.