

### Commitment

The Creche and Kindergarten Association Ltd (C&K) values our online presence and we are committed to actively participating in social media.

We encourage social media interaction where it:

- helps our families
- builds a sense of C&K community
- helps promote our purpose, vision and values
- enhances our brand and reputation.

### What we expect of you

When you interact online and you are posting or publishing content relating to C&K or your work with C&K, we expect you to:

Use your own identity and disclose you work with C&K
Correctly represent yourself and your role with C&K
State the views you are sharing are your own opinion
Comment only where you have expertise
Before posting or publishing information or comments ensure they: <ul style="list-style-type: none"> <li>• are factual and accurate</li> <li>• meets C&amp;K's Code of Conduct, policies and procedures</li> <li>• can be disclosed or is already in the public domain</li> <li>• show you are responsible and respectful.</li> </ul>
Obtain any required permissions <i>before</i> you make any online announcements
Avoid the temptation to respond to negative posts, send screen shots of them to <a href="mailto:marketing@candk.asn.au">marketing@candk.asn.au</a>
Don't post or respond to material that is: <ul style="list-style-type: none"> <li>• offensive</li> <li>• obscene</li> <li>• defamatory</li> <li>• threatening</li> <li>• harassing</li> <li>• bullying</li> <li>• discriminatory</li> <li>• hateful</li> <li>• racist</li> <li>• sexist</li> <li>• homophobic</li> <li>• infringes copyright</li> <li>• breaches a suppression order</li> <li>• is otherwise unlawful</li> </ul>
Don't comment or post any material that may cause damage to C&K's reputation or bring it into disrepute
Observe all legal obligations and terms of use

### Anonymity online

C&K will treat any online statement or interaction made anonymously as if it were not anonymous.

### If you are in doubt or unsure don't post

### You must never disclose

- confidential, personal or private information
- legal information
- anything that belongs to anyone else e.g. copyrighted publications, illegal downloads.

### Official online activities

There is a difference between posting "on behalf of C&K" and posting "about C&K". Only authorised employees can post online on behalf of C&K. You must not create a social media account or page for a C&K branch centre or team, use C&K's logo or misuse C&K material.

### Official C&K Social Media Accounts

Twitter	<a href="#">@candkqld</a>
Facebook	<a href="#">Facebook</a>
Instagram	<a href="#">Instagram</a>
LinkedIn	<a href="#">LinkedIn</a>

### Social Media Complaints / Concerns

If you see a negative post or complaint regarding C&K please let us know ([marketinghelp@candk.asn.au](mailto:marketinghelp@candk.asn.au)).

### Responsibilities

**All Board Members, Executive Management Group (EMG), employees, students, volunteers, affiliate services and other external stakeholders (e.g. visitors, contractors and suppliers)**

- follow C&K's Code of Conduct and relevant policies
- ensure your social media interactions are not a distraction at work

### Communications and Marketing Team

- monitor and manage official C&K social media accounts.

### Parents and Guardians

- abide by C&K's Parent Code of Conduct.

### Non-compliance

C&K will not tolerate breaches of this policy and its related procedures. Employees who breach this policy may face disciplinary action including performance management, removal of access to C&K social media accounts and / or termination.

Where an external party breaches this policy consequences may include the refusal of service and/or the dissolution of contractual agreements.

Under certain circumstances non-compliance may be a criminal offence that will be reported to the police.