



Kangaroo Valley Preschool Face Book Pages

Our Public Facebook page exists to communicate with our families and the broader community.

Our Closed Facebook page exists to communicate with our families.

Through Facebook we have an easy opportunity to promote the preschool, offer support to families and get a focused message out about Early Childhood Education and the strengths of our preschool.

Our social media message: Our preschool provides personal attention in a warm, friendly and stimulating learning environment. The staff are all trained in Early Childhood Education and are committed to the education and care of young children and the involvement of their families.

Aim:

- To use Facebook to communicate about the preschool and early childhood education with preschool families and the broader community.

Facebook Strategies:

- Specific people are appointed by the committee to be administrators of the pages.
 - Administrators may include
 - The director of the preschool
 - Staff members
 - The president of the preschool
 - Designated committee members
- Our face book pages should always be positive.
- Aim to add three to four posts per week.
- **Content of posts could include:** positive parenting articles, nutrition and recipes, art and craft activities, articles and activities relating to preschool education and the educational philosophy, safety, information for parents on how to continue education at home, information relating to preschool funding and legislation, upcoming events, news from the preschool day.
- The closed group may include more specific information for preschool families regarding the preschool and up coming events.
- Posts should be non – political.
- **Do not post:** things that are obviously controversial or in poor taste, things that contravene our policies, or things that have a negative tone.

Issued By:

President: Brad Hawthorne

Kangaroo Valley Preschool Committee

To be Revised by 2020



- Facebook works best with photos or graphics. Information should be accompanied by a graphic wherever possible.
- Only share links from reputable sites.
- If a link to an article is posted, write a short note about what the article has to offer, and why it's important, being careful to stay focused on our preschool message.
- Photographs of the children are to be used sparingly. Images of children may be used, but only when written permission from parents or guardians has been granted.
- Children's names should not be used on the face book pages.

Evaluation:

The preschool Facebook pages are used on a regular basis, as communication tools as well as promoting the values of our preschool and Early Childhood Education.

Statutory Legislation & Considerations

Privacy Act 1988

Privacy & Personal Information Act 1998

Children (Education and Care Services National Law Application) Act 2010

Education and Care Services National Regulations 2011

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Brad Hawthorne 18.06.18

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