



## Social Media Policy

The State of New Jersey Department of Children and Families, Office of Licensing requires that all licensed Child Care Centers develop and follow a written policy on the use of social media

POLICY STATEMENT AWNWA recognizes the value of online social media tools for connecting with members and staff. Our web presence should project a positive image that is reflective of our overall brand and is consistent with our mission.

DEFINITION Social media, for the purpose of this policy, should be understood to include any website or forum that allows for open communication on the Internet including but not limited to: micro-blogging sites, social networking sites, virtual worlds, video and photo sharing websites and content published online.

If you choose to post a personal website or to participate in social media, (i.e. Facebook, Twitter, YouTube) chat rooms, or blogs, the following guidelines must be followed:

1. AWNWA Code of Conduct requires that the staff do not initiate outside contact with members or program participants. Under no circumstances should an employee encourage access or provide access information to his/her personal website or blog to a teen member or program participant under the age of (18) eighteen.
2. The use of photos, logos, or images of AWNWA or its programs is prohibited.
3. All staff members of AWNWA must uphold the daycares value of respect for the individual and avoid making defamatory statements about the AWNWA supervisors, employees, members, participants, clients, partners, affiliates, and others including competitors.
4. Any personal website, blog, or social network interactions should not contain commentary and/or links that violate AWNWA policies on harassment or discrimination.

5. Any reference to Awnwa must include a disclaimer stating that the views expressed are yours alone and they do not necessarily reflect views of Awnwa.

6. Staff of Awnwa are asked to promote the core values of caring, honesty, respect, and responsibility in their speech and behavior at Awnwa, with the community, and in any public forum.

7. Facebook page - Awnwa is considering maintaining a Fan Page on Facebook that is administered and maintained by the administrators of Awnwa and will notify you when and if it launches.

8. The only approved website is awnwa.com; no other website is endorsed by Awnwa.

9. Posting Awnwa information and pictures on your personal social media page is prohibited (without approval). If you wish to post Awnwa related information/pictures on your personal page, approval is needed from the Departmental Director prior to posting.

10. Parents/Guardians are prohibited from posting photographs or videos of any child other than their own.

11. Staff are prohibited from posting photographs or videos of any child other than their own.

12. Staff are prohibited from the use of personal electronic while working with children.

Signature \_\_\_\_\_

Date\_\_\_\_\_