

## SOCIAL MEDIA POLICY

Billy's Buddies respects everyone's right to privacy which is why we take social media content very seriously. For more information about how we manage our social media please see below.

### WHAT IS THE PURPOSE OF TAKING PHOTOS/VIDEOS OF REGISTERED CHILDREN FOR SOCIAL MEDIA?

Billy's Buddies uses these images to promote the Billy's Buddies Brand and for parents, families and caregivers to see what the children do in their Sessions. These images are never given or sold to third parties.

### DOES BILLY'S BUDDIES HAVE PERMISSION TO TAKE THESE PHOTOS/VIDEOS?

Yes. All parents acknowledge the Media Release Form in Section 3 of the Billy's Buddies Terms and Conditions during the registration process. If a parent does not want their child's image to be used for promotional or social media purposes, they can contact their Billy's Buddies Manager and a note will be made on their file. This note is flagged with the class Coach and every effort is made to ensure photos/videos of the child are not captured/used.

### WHAT IS CONSIDERED TO BE SAFE AND UNSAFE CONTENT?

Our Social Media Managers take extra care when choosing content for our Social Media Platforms. Each image is assessed to ensure it is in no way defamatory, sexually, racially or socially inappropriate. Examples of safe and unsafe content are outlined below.

#### Safe Content:

- Images/videos of a child/ren who look to be enjoying themselves through smiles and laughter.
- Images/videos of a child/ren performing an activity such as jumping over hurdles.
- Followers commenting on a photo saying how much fun the kids are having.

#### Unsafe Content:

- Images/videos of a Child/ren who look visually distressed or upset.
- Images/videos of a child/ren that are not wearing appropriate clothing (I.e. in a nappy).
- Images/videos of a child/ren in a physical altercation.
- Images/videos of a child/ren making inappropriate gestures.
- Comments on a post that are aggressive or derogatory, racially or sexually inappropriate.

### HOW ARE THE SOCIAL MEDIA ACCOUNTS MANAGED?

All social media platforms are monitored on a daily basis by Billy's Buddies Managers to ensure comments on the posts are appropriate and in the best interest of the child/ren.

### HOW DOES BILLY'S BUDDIES COLLECT AND STORE PHOTOS/VIDEOS OF CHILDREN?

All social media content, whether it is a video or photo, it sent via email through our @billysbuddies.com.au server. This content then stored in a password protected database.