**Strategic Discussion: Full enrolment in NKA services: Develop Social Media**

**Statement:**  Social media provides users with readily accessible, interactive, mass distribution networks that enable instant and highly cost effective communication. It is widely used as a means of sharing information, news, advertising and entertainment. We recognise that social media such as facebook provide our kindergartens with an additional resource for connecting and communicating with parents and their wider whanau. We advocate prudent, careful use of social media to ensure the privacy of children and their families is protected and that communications via social media are professional and respectful. We acknowledge many examples exist of excellent use of social media by our kindergartens, showing the activities children are engaged in and demonstrating the wide range of teaching practices evident in our kindergartens. While the use of social media has its place within our kindergartens it should not however replace the more important personal relationships we build over time with our parents and whanau.

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| **Area** | **Ensure:** | **Further Initiatives to be explored** |
| Strategies | * Have a social media policy in place * Restrict administrative access to posts * Have an awareness of how social media may be scanned and used by news media * Social media is included in communication plans when dealing with emergency situations (eg earthquakes, lockdowns) * Monitor community feedback regarding our services or related community interest groups * Protect privacy of individuals * Be alert to potential problems with using social media | * Better linkage between Kindergarten and Association facebook pages * Media training |
| Staff | * Responsible, professional use of social media * Manage time commitment | * Develop communication plans |