



Version 1 | Mahi Tuatahi
Effective Date | Whakamana tahito : February 2026 | Pēpuere 2026
Next Review | ā houanga arotake: February 2027 | Pēpuere 2027
Policy Owner | Rangatira Kaupapa Māhere: Chief Executive Officer
Key Accountabilities | Ngā Takonga Tuatahi: Chief People Officer, Chief Operating Officer

Introduction | Tīmatanga Kōrero

The purpose of these guidelines is to:

- Set out the principles by which He Whānau Manaaki o Tararua (Whānau Manaaki) and its employees will approach a social media presence to aid communication with families and the community to promote the kindergarten.
- Provide a reference document for both managers and employees regarding social media use and best practice.

Applies To | Ko Wai Whakahāngaitia

This policy applies to all He Whānau Manaaki o Tararua Free Kindergarten Association employees.

General Principles | Mātāpono Whānui

1. Social media pages must be used only to share kindergarten-related news, teaching and learning or relevant events.
2. We are committed to ensuring the privacy and safety of all tamariki. Only images of children whose parents or whānau have provided written consent or completed a media consent form can be used on all social media platforms. This ensures that we respect family wishes and always maintain confidentiality.
3. Kindertagens must ensure they have explicit written consent before posting any images of tamariki. Consent must clearly outline where and how the images may be used.
4. To protect children's identity, images posted will not be tagged. Any tagging that is added by 'friends' of the page will be removed.
5. Teams are encouraged to post between 1-3 times per week, to maintain activity and engagement.
6. Teams must check and respond to messages in a timely manner, as parents may choose to use this form of communication.
7. Teams must remember that social media is a public platform. Discussions on the page or through private messages should not be considered private as such information is easily accessed. No confidential information is to be shared through the platform. No discussions of a private nature between staff members should take place. If a parent engages in private discussions, Staff must judge whether the discussion needs to be had through a confidential medium.





8. Covering or blanking a child's face in an image is discouraged. It is best practice to share images only of children who have explicit written approval. If a child does not have permission for their image to be used, but others in the photo do, only share images of the tamariki who have consent.
9. If at any point, a parent or whānau wishes to withdraw consent, they are encouraged to contact the kindergarten to update their preferences.
10. We suggest reviewing consent each term to ensure parents and caregivers are still comfortable with their images being shared on social media.
11. Professional Learning and Development (PLD) will be offered to ensure everyone is confident in the use of social media for kindergartens.

Relevant Legislation and Regulations | **Whaitake Ture me Waeture**

- None

Related Procedures or Processes and Documents | **Pākanga Tukanga me Pukapuka**

- Privacy Policy
- [Media Consent Form](#)

Guidelines Review Cycle | **Kaupapa Arotake Hurihanga**

These guidelines are to be reviewed every year. Whānau Manaaki may amend or cancel these guidelines or introduce new guidelines, as it considers it necessary within the current cycle of the guidelines. Any amendments will be considered by the Policy Working Group and will need to be approved by the Senior Leadership Team and the Board. The guidelines will continue on the same review cycle.

