

Commitment

The Creche and Kindergarten Association Ltd (C&K) values our online presence and is committed to actively participating in social media.

We encourage social media engagement where it:

- supports our families and employees
- builds a sense of community
- helps promote our purpose, vision and values
- enhances our brand and reputation.

What we expect of you

When you engage online, and you publish content or material relating to C&K or your work with C&K, we expect you to:

Use your own identity and disclose you work for C&K
Correctly represent yourself and your role at C&K
State the views you are sharing are your own opinion
Publish content only where you have expertise
Before publishing any content ensure it: <ul style="list-style-type: none"> • is factual and accurate • meets C&K's Code of Conduct, policies and procedures • can be disclosed or is already in the public domain • shows you are responsible and respectful.
Obtain any required permissions before you make any online announcements
Do not respond to negative or concerning content or complaints. Send details with links and screen shots to marketinghelp@candk.asn.au
Don't publish content that is: <ul style="list-style-type: none"> • offensive • obscene • defamatory • threatening • harassing • bullying • discriminatory • hateful • racist • sexist • homophobic • infringes copyright • breaches a suppression order • is otherwise unlawful
Don't publish content that may cause damage to C&K's reputation or bring it into disrepute
Observe all legal obligations and terms of use

Definitions

Publishing content or material on social media includes but is not limited to:

- **Liking or reacting** to a post, comment, reel, story, review, or online video.
- **Sharing** a post, reel, story, review, or online video.
- **Commenting** on a post, reel, story, review, or online video.
- **Replying** to a comment on a post, reel, story, review, or online video.
- **Publishing** a post, reel, story, review, or online video.

Anonymity online

C&K will treat any online statement or interaction made anonymously as if it were not anonymous.

If you are in doubt or unsure, don't publish.

You must never disclose

- confidential, personal or private information
- legal information
- anything that belongs to anyone else, e.g., copyrighted publications or illegal downloads.

Official online activities

There is a difference between posting "on behalf of C&K" and posting "about C&K". Only authorised employees can post online on behalf of C&K. You must not create a social media account, profile or page for a C&K branch centre or team, use C&K's logo or misuse C&K content or material.

Official C&K Social Media Accounts

Facebook [@candkqld](#)

Instagram [@candk.au](#)

LinkedIn [@c&k](#)

YouTube [@CandkAsnAu](#)

Google My Business Profiles for all branch centres

Social Media Complaints / Concerns

Please let us know if you see any negative or concerning content or complaints regarding C&K on social media. Email marketinghelp@candk.asn.au with a link and/or screenshots of the content with as much detail as possible.

Responsibilities

All Board Members, Executive Management Group (EMG), employees, students, volunteers, affiliate services and other external stakeholders (e.g. visitors, contractors and suppliers)

- follow C&K's Code of Conduct and relevant policies
- ensure your social media interactions are not a distraction at work

Marketing Team

- monitor and manage official C&K social media accounts.

Parents and Guardians

- abide by C&K's Parent Code of Conduct.