



**Developmental Educators
Australia Incorporated**

P.O. Box 386 Christies Beach 5165
contact@deai.com.au

Developmental Educators Australia Incorporated (DEAI)

Social Media Guidelines

Context

Social media is a communication platform widely used in personal and professional contexts. The DEAI recognises the importance of social media as a communication, networking and information tool, but is also aware of the challenges it can present to personal and professional boundaries, and to privacy and confidentiality.

Social media are online services and tools including but not limited to:

- Social networking sites (e.g., Facebook, Twitter, LinkedIn, Instagram, Snapchat, Yammer)
- Video and photo sharing sites (e.g., YouTube, Skype)
- Blogs

The DEAI uses social media for:

- Promoting the profession of Developmental Education to the community and other disability/allied health professionals
- Contributing to the profession of Developmental Education, general community and other disability/allied health professionals by sharing knowledge and information, and
- Creating a positive image and reputation for the association.

In response to the increasing use of social media platforms the DEAI has developed this Social Media Guideline to protect the interests of people with disability and their families, Developmental Educators and other allied health professionals.

Guiding principles

The [Code of Ethics and Practice for Developmental Educators](#) contains a number of items which are relevant to social media use. These Include:

- 3. Advertising and Presentations
 - 3.1 Public Statements
 - 3.2 Ensuring Accurate Statements
 - 3.3 Public Presentations
- 4. Professional Relationships
 - 4.1 Relationships and Service Provision
 - 4.3 Consent for Services
 - 4.5 Closure of Professional Relationships
- 5. Privacy and Confidentiality
 - 5.1 Limits and Maintenance of Confidentiality
 - 5.2 Privacy

- 5.4 Disclosure of Confidential Information
- 5.7 Public Use of Confidential Information

The DEAI manages its official online activity, however all Developmental Educators represent the profession. The following guiding principles can assist when using social media and with identifying whether certain types of material are appropriate for posting on social media platforms.

Guiding principles are:

- When posting to social media, clearly identify yourself and expressly state that your views or posts are personal and are not representative of the DEAI.
- DEAI members have the responsibility to inform the DEAI if they become aware of misrepresentation by another Developmental Educator, individual or organisation.
- If a Developmental Educator establishes a social media forum, for example for resource sharing, it is expected that this is named or titled in such a manner so as to clearly distinguish it from any official DEAI social media and does not infringe any copyright.
- Developmental Educators are legally and ethically responsible to uphold their clients' privacy and confidentiality; to avoid running the risk of a client being identified, either directly or indirectly, avoid posting of any client information.
- Protect your privacy; avoid posting personal contact details; be aware that privacy settings do not necessarily prevent information from being widely shared and available.
- Know and understand the rules and terms, responsibilities and obligations of the social media platform you are engaging with.
- Be polite and respectful of the individuals you are engaging with; respect opinions, views and copyright.
- Think before you post; be aware of your liability and reputation; not responding can sometimes be the best course of action. Remember you are personally responsible for the content of your posts.
- Uphold a line between your professional and personal life; in general terms it is best to avoid engaging through social media with current or former clients. If accepting clients as e.g., Facebook friends, clearly explain why.

References:

[Code of Ethics and Practice for Developmental Educators](#)

<https://www.facebook.com/DevelopmentalEducatorsAustraliaIncorporated/>

Australia's Privacy Commissioner: www.privacy.gov.au

April 2018