



## Operational Policies

### 4.04 Communications Policy

---

**Classification:** Management  
**Applies to:** All Employees  
**Approved by:** General Manager

**Date:** June 2022  
**Review Date:** June 2024

---

#### **Purpose:**

- To ensure that all communication however created and for any purpose, is consistent with the strategy and goals of the Association.

#### **References:**

- Kindergarten Teachers Collective Agreement (KTCA)
- State Sector Act 1988
- Employment Relations Act 2000
- Current Employment Agreements
- Staff Code of Conduct
- Children's Act 2014
- Kaitiaki Kindergarten's Policy 3.03 Equal Employment Opportunity Policy
- Kaitiaki Kindergarten's Policy 2.07 ICT (Digital Communications) Policy

#### **Definition:**

- Kaitiaki Kindergartens – is referred to as 'The Association'
- Head Teachers and Centre Managers – are referred to as Service Leaders
- Professional Practice Leaders – PPL
- Operational Leader – OL
- Kindergartens and Early Learning Centres – are referred to as services
- Non-teaching employees – Other Employees

#### **Policy**

The Association recognises that our Communication Strategy can play a vital role in presenting and providing information about the Association and its services to the media, stakeholders, parents and the general public. It is the policy of the Association to provide accurate, consistent and timely information to all of the above.

The General Manager will monitor all communication emanating from the Association.

---



# Kaitiaki Kindergartens

---

It is recognised that any communication strategy should provide a framework within which a positive and responsible approach to representing the Association can be achieved.

## **Procedure**

Traditional media (ie newspapers, radio, and television)

The General Manager is the Association's primary media contact for all queries. All enquiries or requests from someone in the print or broadcast media (i.e. reporters, editors or researchers) for an interview, information or statistics from the Association as a whole must be referred to the General Manager in the first instance.

Only accurate, timely and newsworthy information should be communicated to the media.

Responsibilities:

- All responses from the Association (excluding Governance) will be made by the General Manager unless, on occasion, the General Manager may choose to refer certain issues to other employees e.g. PPL to comment.
- Any media responses regarding the Association's Governance will be made by the President.

This is necessary to maintain the credibility of the Association. Service Leaders may choose to provide 'stories' for local media as an opportunity to promote their service's activities or achievements. These local interest stories and the placing of 'community notices' require approval from Support Office and a copy must be provided to the PPL and/or General Manager, preferably prior to publication.

## **Social Media (i.e. Facebook, Instagram, Twitter, YouTube, website, blogs etc.)**

Given the significant uptake of social media tools the Association considers the use of social media as a part of our overall communication strategy. The intention of this policy is to prevent the risk of individuals inadvertently damaging the Association's name or divulging confidential information, whilst not restricting people's freedom of speech or inhibiting social media dialogue.

Any comment made on social media about the Association (except for the Association's Facebook pages) should be brought to the attention of the PPL. In the case of negative or critical comments posted (including that posted on the Association's Facebook pages), these should be brought to the attention of the General Manager in the first instance.

The General Manager may choose to refer certain issues to certain other employees (eg PPL or OL) for posting comment or action as per the procedure for traditional media articulated above.



# Kaitiaki Kindergartens

---

No employee should post a response to any negative or critical comment without first obtaining approval and advice from the General Manager. Social media shall NOT be used as a forum to communicate with disgruntled or unhappy parents and stakeholders.

Employees are allowed to associate themselves with the Association when posting but they must clearly brand their online posts as personal and purely their own. The Association will not be held liable for any repercussions the employees' content may generate.

Employees should also be familiar with the Social Media Procedures (policy 2.07 ICT (Digital Communications) Policy) for guidelines on social media posting.

## **Advertising**

The placing of any advertisements requires PPL, OL and/or General Manager approval.

Signed:

General Manager

A handwritten signature in black ink, consisting of a large, stylized 'G' followed by a long horizontal stroke.

Date:

30 March 2023

## **Endorsed by**

Signed:

President of the Board

A handwritten signature in black ink, featuring a large, stylized 'P' followed by several loops and a long horizontal stroke.

Date:

30 March 2023