This policy is intended to guide staff members in assessing their own behaviour for professionalism, including in their internet communications, and off-work behaviour that may impact the reputation of SFUCCS. This policy is not intended as an attempt to monitor staff members’ personal lives.

This policy is not intended to cover every possible scenario. Staff members are encouraged to consult with their co-workers and Program Director about what constitutes professionalism, especially if they have any concerns about a specific situation.

The Professional Relations Policy helps to achieve:

- Protection of the personal reputation of staff members of SFUCCS and the overall reputation of SFU Childcare Society
- Awareness of personal and organizational liability (avoiding conflicts of interest, etc.)
- Protection of the privacy and confidentiality of our families and staff members
- Emphasis on the professionalism and integrity of staff members
- The alignment of our practice with our vision, mission and core values

This policy reflects our core values of communication, respect, relationships, responsibility, and integrity.

Guidelines for professional conduct include:

- The ECEBC Code of Ethics will guide staff in ethical practices and attitude.
- Staff should be mindful of the nature of their relationship with families – being friendly is encouraged, but forming close personal friendships (i.e. spending personal time together, social media interactions of a more personal nature, sharing personal issues, etc.) is not encouraged as it may make us susceptible or perceived to be susceptible to empathy-related biases.
- Confidentiality is paramount – staff are to keep private the names of children in our care, identifying details about families, all contact information, photos, and all other personal information they may have access to.
- Staff members should not present themselves as a representative of SFUCCS or use the SFUCCS logo, etc. without prior approval from their Program Director.
- Staff should be mindful of presenting a united SFUCCS front – external communication comes from official channels, not individuals, and media inquiries or similar should be redirected to a Program Director or Executive Director.
- All communication, online or in-person, should be respectful (refrain from profanity, be mindful of the diversity of families, etc.) and focused on the children and programming.
SFU Childcare Society

Professional Relations Policy

- Personal email addresses should not be used to conduct any SFUCCS work.
- Staff will refrain from providing babysitting or childcare pick up/transportation for SFUCCS families or accepting rides from families as all of these interactions are considered inappropriate and complicate the professional relationship of a childcare provider and a family receiving services from that provider.
- Staff may not be listed on a child’s emergency pick-up form, nor may they pick up children other than their own from any SFUCCS program.

In all interactions, staff members should reflect on their own behaviour: is this activity strictly related to our work at SFUCCS? Could this interaction be interpreted in any way other than how it is intended? Conflicts of interest should be disclosed to a Program Director as soon as you are aware of the conflict.