INDIAN SCHOOL
RAS AL KHAIMAH, UAE

Social Media Policy 2022-23

DECEMBER 2018

REVIEW AUGUST 1,2020

NEXT REVIEW MARCH 2021

NEXT REVIEW MARCH   2022

REVIEWED ON MAY 2022

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SOCIAL MEDIA POLICY

1. Introduction

This policy sets out a framework of good practice that pupils, staff and the wider community are expected to follow when using social media. The principles set out in this policy are designed to ensure that the use of social media is taken responsibly and that confidentiality of pupils and staff and the reputation of the school are safeguarded.

While recognizing the benefits of a range of social media applications as a popular medium of communication, it is also important to ensure that we balance this with our duties to our school, the community, our legal responsibilities and our reputation. For example, our use of social networking applications has implications for our duty to safeguard children, young people and vulnerable adults.

This policy covers personal use of social media as well as the use of social media for official school purposes, including sites hosted and maintained on behalf of the school
This policy applies to personal web space such as social networking sites (for example Facebook, Instagram,) WhatsApp, open access online encyclopedias such as Wikipedia, social bookmarking sites such as YouTube. The policy also applies to internal sites used to engage students in their learning, such as MS Teams, and One Drive.

2.Purpose
The policy applies to Indian School pupils, staff, parents and the wider school community.
• Safeguard all pupils and promote wellbeing;
• Ensure users are not exposed to risk as a result of their actions;
• Use social media in a respectful, positive and productive way which respects all parties involved;
• Ensure that the reputation of the school , its staff and governors is protected and that stakeholders understand their ambassadorial role with regard to the School;
• Protect the School from legal risks;

HOW DIGITAL MEDIA IS HANDLED/MANAGED

- **Under no circumstances can Indian School logos, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent. These are registered trademarks, patents and the property of Indian School, Ras Al Khaimah.**

- **Photographs, videos or any other types of image of pupils and their families or images depicting staff members, clothing with school logos or images identifying school premises should not be published on personal**
- **and is permitted only to the Activity Coordinator**
- **Comments posted on the official site will be monitored regularly by the Activity Coordinator**
- **Tagging or sharing of posts or public web space without prior permission from the school.**

- **Consent from students and parents is taken prior to posting Images and videos of students on school official Social media site like Face Book**
- **The school is responsible for running its official website, Facebook . No other social media platforms may be set by any member of the whole school community which have a direct or indirect connection with school**.
- **An official and dedicated Face Book account titled as INDIAN SCHOOL,RAK official is created and all videos/ images have to be posted only in this account,images and videos from the official school account to family members ,friends is not permitted**

3. Principles

- Users should be conscious at all times of the need to keep their personal and professional / school lives separate. They should not put themselves in a position where there is a conflict between the school and their personal interests
- Users should not engage in activities involving social media   which   might

  bring Indian School into disrepute ;
- Users should not represent their personal views as those of Indian School on any social medium e.g Facebook
- Users should not discuss personal information about their pupils, school and the wider community they interact with on nay social media ;
- Users should not use social media and the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or the school.

4. Use of social media in practice for staff - for personal and professional use

- Staff and members of the wider school community should not identify themselves as members of Indian School, RAK in their personal web-space,   unless specifically linked to an approved job role within the school community where it serves a purpose to professionally market the school. This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and their wider school community.
- Remember that blogs, wikis and podcasts are an extension of your classroom. What is inappropriate in your classroom should be deemed inappropriate online.
- Staff must have 1:1 communication, including direct messaging (DM), with pupils and parents only via school permitted platforms and email accounts
- If any member of staff is aware of any inappropriate communications involving any student in any social media, these must immediately be reported to the E-Safety Officer.
- Staff should not post or publish on the internet or on any social networking site, any reference to the School, their colleagues, parents or pupils or discuss pupils or colleagues or criticise the School or staff
- School email addresses should never be used for setting up personal social media accounts or to communicate through such media. All staff, parents, pupils and

members of the wider community are strongly   advised to ensure that   they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy.

● All staff, parents, pupils and members of the wider community should keep their passwords confidential, change them often and be careful about what is posted online.

● Information staff members have access to ,as part of their employment, including personal information about students and their family members, colleagues, other affiliated parties and school corporate information must not be discussed in their personal web space.

5. Using Social Media by Pupils

● Pupils should only use official school sites ,official gsuite mail accounts for communicating with staff, or with other pupils for the purposes of an educational context., Google classroom, mails are the current platforms by which staff and pupils should communicate and no other medium should be used without careful consideration.

● Pupils and the wider school community should not post images or videos from school events on any public social media site unless permission is sought from the school.

● Pupils must not access any social media that is for adults only or if the pupil does not meet the minimum age requirement.

● Anonymous sites must not be accessed as there is a high risk that inappropriate comments can be exchanged, causing distress or endangerment.

● Bad, including offensive, explicit or abusive, language and inappropriate pictures must never be included in messages.

● All messages should be positive and not include anything that could be upsetting or defamatory towards others or the School.

● Pupils must take responsibility for keeping details of their accounts private, using full privacy settings and logging off properly and not allowing others to use their accounts.

● Pupils must report anything offensive or upsetting that they see online to the appropriate bodies, either by using the "report abuse" tabs or by speaking to their parents or a member of staff.

6. Use of social media in practice for parents.

   ● Positive contributions to the School Social Media, are welcomed.

   ● Any concerns or issues about the School, its pupils or staff should be expressed directly to the School and not be voiced on social media.

   ● Parents must obtain permission before posting pictures that contain other parents or their children, and sharing or liking a post from the School's official social media account.

   Parents should not distribute any information that might be deemed personal about

- Indian School.
- . If parents become aware of inappropriate use of social media by their own or other people's children, they should contact the School so that the School can work with the parents to educate young people on safe and appropriate behaviour.
- If parents become aware of the inappropriate use of social media by other parents or school staff, they should inform the School so that steps can be taken to remedy the situation.

7. Monitoring of Internet Use

- Indian School monitors usage of its internet, online content, online services and email services without prior notification or authorization from users.

- Users of Indian School email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT system.

- All pupils, staff and members of wider community should refrain from downloading unwanted, unwarranted and inappropriate content using the school network.
- All comments in **Social media** will be reviewed and monitored regularly

8.Breaches of this policy

Any breach of this policy that leads to a breach of confidentially, defamation or damage to the reputation of Indian School ,RAK or any illegal   acts that render the school liable to third parties may result in legal action, disciplinary action or sanctions in line with the published school policies for staff. .

2. Monitoring and review

The policy has been discussed and agreed by the Indian School teaching staff and leadership teams for implementation.

Approved by

Principal:

Chairman

Principal signature Chairman:
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