

## Social Media Policy

Version:	1
Effective Date:	29 <sup>th</sup> August 2023
Scheduled Review Date:	31 <sup>st</sup> July 2024
Supersedes:	NA
Approved By:	Senior Leadership Team
Owned By:	Vice Principal
Reviewed By:	Principal/CEO

### **Our Vision:**

A British curriculum school, rooted in the values of the UAE, creating the leaders of tomorrow. A premium community school, empowering learners to achieve excellence and make a difference.

### **Our Mission:**

Nurturing by including all learners, prioritising their safety and happiness and promoting their character development rooted in the national values of the UAE. Empowering by providing an exciting, enriching and ambitious learning experience where students excel by fulfilling and exceeding their academic potential

## 1 Introduction

- 1.1 The Internet provides a range of social media tools that allow users to engage, and communicate in new and exciting ways. It is important that we use these technologies and services effectively.
- 1.2 While recognising 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.
- 1.3 This policy sets out a framework of good practice that pupils, staff and the wider community are expected to follow when using social media.
- 1.4 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.

## **2 Purpose of policy**

- 2.1 This policy applies to GEMS Al Barsha National School pupils, staff, parents and the wide school community.
- 2.2 Under no circumstances can GEMS Al Barsha National School logos, typefaces or brands be used or published on any personal web space or on any online or offline medium without prior consent.
- 2.3 These are registered trademarks, patents and the property of GEMS Al Barsha National School, Dubai.
- 2.4 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.
- 2.5 This policy applies to personal web space such as social networking sites (for example Facebook, MySpace, Instagram, SnapChat, TikTok), blogs or microblogs such as Twitter, chatrooms, forums, podcasts, WhatsApp, open access online encyclopedias such as Wikipedia, social bookmarking sites such as del.icio.us and content sharing sites such as flickr and YouTube.
- 2.6 The policy also applies to internal sites used to engage students in their learning, such as 2Simple, Seesaw, MS TEAMS, Phoenix Classrooms and OneDrive.
- 2.7 The internet is a fast-moving technology and it is impossible to cover all circumstances or emerging media — the principles set out in this policy must be followed irrespective of the medium.

## **3 Principles**

- 3.1 Users should be conscious at all times of the need to keep their personal and professional/school lives separate.
- 3.2 They should not put themselves in a position where there is a conflict between the school and their personal interests.
- 3.3 Users should not engage in activities involving social media which might bring GEMS Al Barsha National School, Dubai into disrepute.
- 3.4 Users should not represent their personal views as those of GEMS Al Barsha National School on any social medium e.g. Facebook, Twitter or WhatsApp Groups.
- 3.5 Users should not discuss personal information about other pupils, school and the wider community they interact with on any social media.
- 3.6 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 Personal use of Social Media**

- 4.1 Pupils and members of the wider school community should not identify themselves as members of GEMS Al Barsha National School, Dubai 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.
- 4.2 This is to prevent information being linked with the school and to safeguard the privacy of staff members, pupils and parents and the wider school community.
- 4.3 Pupils should not have contact through any personal social medium with any member of staff, whether from GEMS Al Barsha National School, Dubai or any other school, other than those mediums approved by the School.
- 4.4 If pupils and members of the wider school community wish to communicate with staff they should only do so through the approved medium, official email communication or contact the school PRE.
- 4.5 Information that pupils and members of the wider community have access to as part of their involvement with GEMS Al Barsha National School, Dubai including personal information, should not be discussed on their personal web space.
- 4.6 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 or public web space without prior permission from the school.
- 4.7 School email addresses should never be used for setting up personal social media accounts or to communicate through such media.
- 4.8 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.
- 4.9 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.
- 4.10 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.
- 4.11 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 by the school.
- 4.12 Sites such as 'LinkedIn' may be used for professional purposes to highlight a personal profile with summarised detail.
- 4.13 The school advises that care is taken to maintain an up to date profile and a high level of presentation on such sites if GEMS Al Barsha National School is listed.

## **5 Using Social Media**

- 5.1 Pupils should only use official school sites for communicating with staff, or with other pupils to communicate with one another for the purposes of an educational context.
- 5.2 MS TEAMS, 2Simple, Seesaw, Dojo and OneDrive are the current platforms by which staff and pupils should communicate and no other medium should be used without careful consideration.
- 5.3 The school is responsible for running its official website, Twitter, Facebook and Instagram. No other social media platforms may be set up by any member of the whole school community which have a direct or indirect connection with school.
- 5.4 Usage of certain media is permissible during school hours by pupils, provided requisite permissions are sought and granted in accordance to school policy.

## **6 Monitoring of Internet Use**

- 6.1 GEMS Al Barsha National School monitors usage of its Internet, online content, online services and email services without prior notification or authorisation from users.
- 6.2 Users of GEMS Al Barsha National 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.
- 6.3 All Pupils, staff and members of wider community should refrain from downloading unauthorised, unwarranted and inappropriate content using the school network.

## **7 Breaches of this Policy**

- 7.1 Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of GEMS Al Barsha National School or any illegal acts or 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 and students.

## **8 Monitoring and review**

- 8.1 This policy has been discussed and agreed by the GEMS Al Barsha National School teaching staff and leadership teams for implementation.

## **9. GNS Related Policies**

Safeguarding and Child Protection Policy

Behaviour Policy

Anti-Bullying Policy