Social Media Policy

Approved by: Governing Board	Date: August 2025
Last reviewed on:	Date: August 2026
Next review due by:	Date: August 2027

Aims

This policy outlines the structure, roles, responsibilities, and procedures controlling the management of the school's social media accounts.

1. Purpose

The purpose of this policy is to ensure that the creation, management, and use of social media by the school are conducted responsibly, ethically, and in full compliance with local requirements and regulations, UAE data protection laws, and the School's General Data Privacy Notice and Digital Media Policy. This policy aims to safeguard the privacy, dignity, and reputation of students, staff, and the wider community while enabling positive, safe, and lawful engagement through social media.

2. Scope

This policy applies to:

- All official social media platforms and accounts used by the school for communication, marketing, or community engagement.
- All students, staff, parents/guardians, and third-party contractors involved in managing, posting, or moderating School-related content on social media.
- All personal social media accounts of staff where the school may be directly or indirectly identified.

3. Policy Statements

3.1 Official Social Media Accounts

The school shall maintain official social media accounts on approved platforms such as Facebook, Instagram, X (Twitter), LinkedIn, and YouTube. Any additional platforms require written approval from the School Director and SABIS® Marketing and Communications Department. All official accounts are the property of the school.

3.2 Content and Engagement Standards

All published content must:

- Be respectful, inclusive, and aligned with the school's mission and values.
- Comply with ADEK's Policy 8.2 and 8.3, UAE data protection laws, and the School's General Data Privacy Notice.
- Avoid political, religious, or culturally sensitive content that may be misinterpreted or cause offense.
- Be reviewed and approved by the designated school representative or marketing team prior to publication.
- Protect the identity and dignity of individuals, especially students, by avoiding unauthorized tagging, naming, or visual representation.

- Encourage constructive engagement; inappropriate comments or interactions must be moderated or escalated as per Section 3.4.
- Avoid engaging in public disputes or responding to negative feedback directly; concerns should be addressed through internal channels.

3.3 Use of Names, Photos, and Videos of Students

- The use of students' names, photographs, or videos on social media shall only occur with the informed consent of at least one legal guardian, obtained via the Consent Form for Data Processing, Photography, and Filming for Marketing Purposes.
- The publication of student content shall comply with the School's General Data Privacy Notice and Digital Media Policy.
- If consent is withdrawn, the school shall cease using the material in future publications.

3.4 Moderation and Comment Management

The School Director shall appoint one or more moderators to oversee all School-affiliated social media platforms.

- **Moderator Responsibilities:**
  - Monitor and review comments, mentions, and user-generated content on official accounts.
  - Remove or hide disrespectful, harmful, or culturally inappropriate comments.
  - Reject or delete any content that constitutes harassment, discrimination, or bullying.
- **Procedures for Adverse Incidents:**
  - In cases of impersonation, defamation, or online abuse, the moderator shall document the incident, inform the Director immediately.

3.5 Access, Security, and Password Protection

- Access to official social media accounts shall be granted only to authorized staff.
- Passwords must be unique, strong, and changed periodically.
- All accounts must use secure login procedures and 2FA where available.
- Unauthorized use or sharing of account credentials constitutes a policy violation and may lead to disciplinary action.

3.6 Monitoring and Compliance

- The school shall regularly monitor official and unofficial School-related communication channels (including newsletters, parent communication groups, and affiliated pages) to ensure compliance with this policy.
- Any unauthorized accounts or pages representing the school shall be reported to and reviewed by the Director.

3.7 Personal Social Media Accounts for Staff

Staff members may create and maintain personal social media accounts under the following conditions:

- They must not use School-issued email addresses to register or manage such accounts.
- They shall apply the highest available privacy settings.
- They must not identify themselves as representing the school, except on professional platforms such as LinkedIn.
- They must not accept, follow, or communicate with current students or former students under the age of 18 on personal accounts.
- They must not accept invitations from parents of current students to connect or communicate.
- They shall not use personal accounts to communicate with students, parents, or guardians through messaging applications (e.g., WhatsApp, Telegram, Signal, or Others).
- They shall ensure their online content aligns with UAE cultural values.
- They shall not share confidential information or content that may harm the school's reputation.

3.8 Data Protection and Record-Keeping

All personal data processed for social media use shall comply with the School's General Data Privacy Notice and the School's Digital Media policy.

4. Roles and Responsibilities

- **School Director:** Ensures policy implementation, approval of social media activities, and compliance with the authorities' regulations.
- **Moderators:** Oversee social media content, manage interactions, and remove inappropriate material.

- **Staff Members:** Adhere to this policy and exercise discretion in all online interactions.
- **IT Department:** Maintain password protection and system security protocols.
- **Parents and Guardians:** Provide consent for student participation and notify the school of any withdrawal as per the school's consent form for data processing and photography and filming for marketing purposes.

5. Policy Review

This policy shall be reviewed annually or earlier if required by changes in legislation, directives from authorities, or internal procedures. Updates will be communicated to all staff and stakeholders accordingly.