Social Media Guidelines Policy 2026- 2027

PACE
MODERN BRITISH SCHOOL
DUBAI, UAE

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SCHOOL SOCIAL MEDIA GUIDELINES POLICY

At Pace Modern British School, we understand the responsibility to educate our students in e-Safety issues; teaching them the appropriate behaviors and critical thinking to enable them to remain both safe and legal when using the internet and social media, in and beyond the context of the school.

Aim and Rationale on School Social media policy:

The main aim of School social media policy is to keep everyone within the school safe and within the protocol. Often the policies are segregated into two sections students and staffs.

- The purpose of this policy is to encourage value added practice, to protect the school and its staffs to promote the effective use of social media as part of the school activities.
- The policy covers personal and professional use of social media and aims to encourage its safe use by the school and its employees.
- The staffs will be extreme cautious when corresponding with the parent via social media, preferably using a school email address instead.
- Using the tightest privacy settings possible.
- Not discussing anything to do with school, students or other staff members or posting photos of school events.
- Only posting things that they would be happy to be attributed to them as a teaching/non teaching professional.

The school will take the following steps to ensure that reasonable steps taken to minimize the risk of harm to students, staff, and the school by limiting access to personal information.

e-safety orientation training has been endured to the students, parents teaching and non teaching staffs.

- Training Includes: acceptable use; social media risks; reviewing settings; privacy; reporting issues.
- Risk assessment, including legal risk.
- External organizations using the school's JCT facilities must adhere to the e-safety policy.

School staff should also ensure that: They do not engage in online discussions about personal matters of members of the school community. Security settings on personal social media profiles are regularly reviewed to minimize the risk of loss of personal information. The school's / academy's use of social media for professional purposes will be checked regularly by the senior

e-safety officer and e-safety committee to ensure compliance with the Social Media and Video Policies.

Social Media and Individual Publishing:

- The School has restricted access to social media sites.
- Students and parents will be suggested that the use of social media spaces outside the school is inappropriate e.g. Facebook, Instagram and Tiktok for young children.
- Students are advised to maintain confidentiality on each site and deny access to strangers.
- Students are asked to report to the concern authority if they come across any incidents of bullying.
- Educating the students about the consequences of revealing their personal details in social media.
- Instructing both the students and staffs about the security settings and how to protect their social media profile to minimize risk of misuse.
- Students and staffs are advised to take a minute to think before posting any content or picture on any social media website, mobile apps or any other online platforms.
- Making the students understand that if they see inappropriate image on any social or educational media site, they should tum off the computer and report immediately to a concern authority.
- School always ensures the responsibity to safeguard the students in the online platform.

On a student's entry to the school it will be adhered to take permission from the parents to take pictures oftheir wards to use in school website, in-display material that may be used in school's communal area or in general media for eg: Social media pages, Local or national Press releases or promoting the school in print posters. School also assures that student's names will not be published alongside their image and vice versa without permission from the parents. The authorized staff may only take photos of students in school and use only on school's digital devices. Any images of students within the school premises that are posted on the website or blog will have the required parental permission.

Guidelines for Staff and Students:

Students are particularly required to:

- Not allowed to join in any social networking sites if they are below the permitted age.
- Making them aware how to report abuse and inappropriate content.
- Students are instructed not to make any inappropriate comments (including in private messages) about the school.
- Parents will be informed if students are using social media during online class.

It is important to have a guideline for the students; how to use online platforms responsibly while considerin values of the school.

- Students are welcomed to participate in online interactive sessions and events with the school online. Students are expected to behave responsibly by following the e-safety guidelines.
- Students are not allowed to post photos of other students without consent and any disrespect to the school community will result in disciplinary action.
- Students will be informed that the Internet use in the online class sessions will be monitored.
- The e-safety measurement strategies of school and its guidelines will be discussed with the students and every student are obliged to follow it.

Staff members are required to

- The staffs are advised to post school activities and event's photo or video in the Social media page by following the school social media policy.
- It is not permissible for the teaching/ non teaching staffs to post contents of students to their personal account.
- Use caution if asked to share your date of birth, address and mobile number on any website.
- Avoid posting about personal schedules or situations
- The staff members of the school are expected to act professionally on social media if they wish to post any content related to school.
- All posts must follow the Social Media responsible guideline and the community of respect.
- Post about the day's activity after the fact posting what you will be doing next.
- Staff should always respect the privacy and confidentiality of the school community.
- Staffs should be aware that the use of social media accounts during the working time is not permitted.
- Any content or online activity which raises a safeguarding concern must be reported to the e-safety officer.

The social media policy will be reviewing and developing plans at a regular term basis in order to include new protocols.