



مدرسة جيمس رويال دبي الخاصة
GEMS Royal Dubai School

SOCIAL MEDIA POLICY

GRDS 2020-21

Review Date: FEBRUARY 2022
Charlotte Grieves Vice Principal

1. Introduction

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.

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.

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.

2. Purpose of policy

This policy applies to GEMS Royal Dubai School pupils, staff, parents and the wider school community.

Under no circumstances can GEMS ROYAL DUBAI 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 GEMS Royal Dubai School.

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, 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*. The policy also applies to internal sites used to engage students in their learning, such as *2Simple, Seesaw, MS TEAMS* and *OneDrive*. 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 - We Are Responsible and Respectful

- 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 GEMS Royal Dubai School into disrepute;
- Users should not represent their personal views as those of GEMS Royal Dubai School on any social medium eg. Facebook, Twitter or WhatsApp Groups
- Users should not discuss personal information about other pupils, School and the wider community they interact with on any 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. Personal use of Social Media

Pupils and members of the wider school community should not identify themselves as members of GEMS Royal Dubai School 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 the wider school community.

Pupils should not have contact through any personal social medium with any member of staff, whether from GEMS Royal Dubai School or any other school, other than those mediums approved by the School.

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.

Information that pupils and members of the wider community have access to as part of their involvement with GEMS Royal Dubai School including personal information, should not be discussed on their personal web space.

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.

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. 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.

Sites like LinkedIn may be used for professional purposes to highlight a personal profile with summarised detail. However, 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 Royal Dubai School is listed.

5. Using Social Media

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. MS TEAMS, GEMS Phoenix, 2Simple, Seesaw and OneDrive are the current platforms by which staff and pupils should communicate and no other medium should be used without careful consideration.

The school is responsible for running its official website, Twitter, Facebook and Instagram. Year Groups have an Instagram feed which is monitored by Year Leaders and SLT to ensure consistency and adherence to professional standards. The PRE monitors all content through Hoot Suite. The Executive leadership team also follow all accounts for moderation and quality assurance. The PRE is a member of the parent run GRDS Facebook account to monitor content. 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.

The school approved format for social media posts is either:

Name of child without photograph OR

Photograph of the child without the name (child initial can be used if we feel it adds value to the post).

5. Monitoring of Internet Use

GEMS Royal Dubai School monitors usage of its Internet, online content, online services and email services without prior notification or authorisation from users.

Users of GEMS Royal Dubai 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 the wider community should refrain from downloading unauthorised, unwarranted and inappropriate content using the school network.

6. Breaches of this Policy

Any breach of this policy that leads to a breach of confidentiality, defamation or damage to the reputation of GEMS ROYAL DUBAI 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.

7. Monitoring and review

This policy has been discussed and agreed by the GEMS Royal Dubai School teaching staff and leadership teams for implementation.

Review date: February 2022

بعد التحية

في حالة وجود أي أسئلة أو استفسارات أو إذا كنتم بحاجة لأي توضيح عن السياسات المتبعة في المدرسة . الرجاء التواصل مع السيدة / هبة مصطفى عبر البريد الإلكتروني

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وتفضلوا بقبول فائق الاحترام

Appendix A

Social Media Guidelines for Staff

Social media is a marketing tool which should highlight only the best parts of the school. At RDS we have an Instagram account for each Year Group and even some specialist subjects (see below) and encourage teachers to contribute to our social media channels, namely Instagram, Facebook and Twitter.

- rds_foundationstage
- rds_year1
- grds_year2
- rds_year3
- rds_year4
- rds_year5
- grds_year6
- rds_creativearts
- Rds_insta
- gemsrds_sport

In order for staff to post, they must follow the below protocol and guidelines.

How do I get something on social media?

If you wish to post any content of your classes, practices, or in-school interactions on Instagram, please send photograph and blurb to your Year Leader. For other platforms such as Facebook and Twitter the content can be sent to s.cain_rds@gemsedu.com for review prior to posting to the RDS school accounts.

The PRE should be informed in advance of any event planning or specific lesson theme if it is expected to be on social media. For any time-sensitive posts, you must supply information at least 24 hours before expected post. Before you send information for review, please consider the below:

Do I have a good quality photograph?

- Students should be the subject of the image
- Take note of surrounding area e.g no bin in background, scruffy wall displays etc
- Ensure all subjects give full consent for their photograph to be shared on social media
- Keep to photographs rather than posters and/or powerpoint presentation slides (social media image dimensions are square, therefore, any posters or powerpoint slides do not transfer well)
- Picture collages are permitted
- All posts should have limited text and more images

Is this post relevant?

- Does this post reflect RDS in a good light?
- Does this display learning objectives, overall school vision and/or shows the success of our students?
- Supply full description relating to the image with as many details as possible.

Is this post engaging?

- Would you share this information with friends?
- Is this post compelling to the audience?
- Ensure that the information is interesting and as informative as possible
- Would someone stop to look at this when scrolling and like/comment?

Once sent for review (for Facebook and Twitter upload), the post will be considered and if approved, will be posted in line with the whole school social media plan. Points to note:

- You must not rely on social media as the sole purpose of your communication
- It is very important that we continue to share compelling content during the weekend and holiday period, so some posts will be saved for this time.

If you would like to discuss ideas and forward planning for your department, please do not hesitate to contact the PRE.