



المدرسة الإنجليزية الخاصة
THE ENGLISH PRIVATE SCHOOL
Umm Al Quwain

Tel : +971-7649799, Fax : +971-7649899

Website : www.teuag.com email : teschool@emirates.net.ae

SOCIAL MEDIA USAGE POLICY

PURPOSE STATEMENT

To connect and communicate with **The English Private School Community** to provide up to date information about current and upcoming events, share stories, current events, news and achievements with our school community and to engage with community members, prospective parents and other stakeholders.

- ✓ **The English Private School** acknowledges and recognises the emergence and influence of social media, as well as the rights of individuals to actively participate in the undertaking of such activities.
- ✓ **The English Private School** encourages Whole School Community to set and maintain high ethical standards in their use of social networking. We ask that you be respectful of the opinions of others.
- ✓ **Your posts and comments should help build and support our positive school community and uphold the high standard of our school's public image.**

DEFINITION OF SOCIAL MEDIA

Social media is a broad term for any kind of online platform which enables people to directly interact with each other. It allows people to share information, ideas and views. Examples of social media include **Blogs, Facebook, LinkedIn, Twitter, Google+, Instagram, Myspace, Flickr , YouTube etc.**

SCOPE OF THE POLICY

The policy will cover all individuals who are directly affiliated with **The English Private School**. This includes:

- ❖ **All School Staff members**
- ❖ **Students**
- ❖ **Parents / Guardians**
- ❖ **Visitors/ Contractors**
- ❖ **Other individuals directly affiliated to The English Private School**



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OBJECTIVES

This policy seeks to:

- ✓ Establish clear guiding principles as to how members of The English Private School Community are to conduct themselves when engaging with Social Media with reference to the school and its activities.
- ✓ Cultivate an environment wherein the use of Social Media contributes to the overall welfare and productivity of The English Private School.
- ✓ Prepare the School Community on the hazards and responsibilities of partaking in social media activities.
- ✓ Protect the School Community from any legal threats that may arise as a result of social media usage.

SOCIAL MEDIA GUIDELINES FOR EMPLOYEES

Personal Responsibility

Do not publish, post, or release information that is considered confidential or private.

Social Media Online “conversations” are never private and be very careful in such conversations.

- ❖ be aware of their online reputation and recognise that their online activity can be seen by others including parents, pupils and colleagues on social media;
- ❖ ensure that any use of social media is carried out in line with this policy and other relevant policies, i.e. those of the employer;
- ❖ be aware that any excessive use of social media in school/college may result in disciplinary action;
- ❖ be responsible for their words and actions in an online environment. They are therefore advised to consider whether any comment, photograph or video that they are about to post on a social networking site is something that they want students, colleagues, other employees of the trust, or even future employers, to read. If in doubt, don't post it!



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SOCIAL MEDIA GUIDELINES FOR STUDENTS

- ❖ Behave in a way that will make you and others proud and reflect well on the school.
- ❖ Know and follow the school's Online Safety Policy and other relevant policies.

INSIDE THE SCHOOL

- ❖ Students are not allowed to bring any Digital Equipments (Internet enabled) without prior permission from the School.
- ❖ Students are not permitted to access Social Media Communication Application through School Devices.

OUTSIDE THE SCHOOL

- ❖ Student must not access any social media that is for adults.
- ❖ All messages should be positive and not include anything that could be upsetting or defamatory towards others or the School
- ❖ 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.
- ❖ Students 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.
- ❖ It is a serious offence to use another person's account, or to create an account in another person's name without their consent.
- ❖ Students should not regard anything posted online as private and should remember that harassment, defamatory attitudes and racism are just some issues which could lead to prosecution.
- ❖ **An individual's "Digital Footprint" is becoming increasingly significant when it comes to job and university applications. If unfortunate decisions are made, it will be extremely difficult, perhaps impossible, to eliminate the evidence**



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- ❖ **Students 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.**
- ❖ **If Students see inappropriate postings by other students, they must inform the school so that steps can be taken to avoid possible repercussions**

USE OF SOCIAL MEDIA IN PRACTICE FOR PARENTS

Staff, parents, students and other community members reflect a diverse set of customs, values and points of view. Be respectful of the opinions of others in your posts or comments. **Under no circumstances should offensive comments be made about students, parents or staff nor the School in general. Posts and comments should help build and support the School community.**

- ❖ **Parents must obtain permission before posting pictures that contain other parents or their children**
- ❖ 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.

GENERAL GUIDELINES IN SOCIAL MEDIA USAGE

- ❖ **Staffs, Students, Parents or other members of school community are not allowed to create or maintain any form of Social Media Networking Groups / Websites / Pages / Accounts on behalf of The English Private School, without prior consent from the School Management.**
- ❖ When posting online, all information is considered representative of your views and opinions and NOT those of the School unless and otherwise get permission from the School Management.
- ❖ Proper resource citations and copyright laws must always be upheld while posting information in Social media .



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- ❖ Online comments are NOT private. Information, internal school discussions, or specific information about students, staff or other parents should not be shared.
- ❖ When interacting, even on the strictest settings, all should act on the assumption that all postings are in the public domain. The English Private School encourages all of you to set and maintain high ethical standards in their use of social networking.
- ❖ Staff, parents, students and other community members reflect a diverse set of customs, values and points of view. Be respectful of the opinions of others in your posts or comments. Under no circumstances should offensive comments be made about students, parents or staff nor the School in general. Posts and comments should help build and support the School community.
- ❖ Consider carefully what you post through comments. Ethnic slurs, innuendos profane or threatening language is not acceptable.

GENERAL GUIDELINES WHEN USING SOCIAL MEDIA FOR PERSONAL USE

- ❖ Configure the private settings on your social media profile to aptly satisfy your privacy requirements.
- ❖ Disclose the nature of your affiliation with The English Private School.
- ❖ Portray clear disclaimers that any form of personal views that you express online are of your own accord, and do not represent the views of The English Private School.
- ❖ Practice proper conduct and decorum when interacting with other social media users.
- ❖ Staff are required to comply with the Department of Education confidentiality policies.
- ❖ Respect and uphold copyright/trademark laws.

REFERENCES / LINKS

To know the Do's & Don'ts while Posting on Social Media in UAE

[Media Regulations in UAE](#)
