



Managing Digital Media Content for Digital Publications

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Current Version / Implementation Date	Version 2.0 / MARCH 2021
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We use our social media posts as a way of marketing and informing (parents / students/ users following us) of events coming up, underway or that have recently taken place.

Definitions:

- **Digital Publications:** includes, but not limited to published content on the school website, social media channels, newsletters, journals, magazines, digital diaries etc.
- **Digital Content:** includes, but not limited to students' images, audio recordings, video recordings, and students' work etc.

1. Procedure on Regular School / Campus Learning Days:

- Prior to an event / assembly etc - Inform the facilities supervisor, well in advance, he will arrange for photographs to be clicked.
- Once the event is over the facilities supervisor will copy them to the common folder, for Teachers / Supervisors to access the photographs.
- Digital content will be taken over by the class teachers, who will forward appropriate content for approval.

2. Procedure during Distance Learning:

Since Distance Learning events conducted department / section wise and available with individual Teachers / Supervisors. Supervisors must forward the event details as explained in this document.

3. MEDIA CONSENT FORM (appendix 1)

- **Make sure all images of students and parents (if any) are consented.**
- **The MEDIA CONSENT FORM should be filled, signed by the parent and filled with the concerned Supervisor.**
- **Consent forms during distance learning will be filled online.**



- **CONSENT** – Digital Content sent to the Section Supervisor / Section head / Principal for approval will be considered that they are consented by the students' parents, therefore ensure that **ONLY** consented digital content are used.

4. CONTENT FOR POSTING

- Social Media - Provide a short one or two liner about the event and the department - this will be the tagline. - Please spell check!
- Website – Maximum 100 words with additional details.
- Send an email with the selected images as attachments and NOT pasted inside a word document.
- If the files are too large to send as an email attachment, send a link via OneDrive.
- The selected images may then be edited / cropped and retouched as required.

5. Photograph Selection:

- a. Focus on students and their activities.
- b. Make sure the selected photographs:
 - are clear and sharp.
 - do not choose a photograph with anyone on the mobile phone - talking / texting / viewing their phones etc.
 - Posters, banners, displays etc should be without spelling mistakes etc.
 - **Students and Parents (if any) photographs are consented.**

6. Number of Photographs:

Keeping in mind that each social media platform has its own requirements of how images can be uploaded, and focusing on where (Instagram) we have maximum followers, please note:

- A MAXIMUM of 5 photographs only. (1 - 2 group photographs to show maximum / all participants)
- Because of this constraint, not all participants / teachers / SLT may be included.
- This is posted to showcase the activity in school, and not a personal / individual centered post.

7. EMAIL STRUCTURE

- a. Email Subject - SOCIAL MEDIA POST [Event Name]
- b. Email Content:
 - i. Tagline for Social Media. (one / two liner)
 - ii. Maximum 100 words for the Website.
 - iii. Selected images as attachments and NOT pasted inside a word document.
- If the files are too large to send by email, OneDrive.
- c. When sending emails:
 - i. Avoid pictures pasted in word or emails. – Use Attachements.
 - ii. No reports required, only the tagline and 10 images.



8. APPROVAL PROCEDURE

1. After gathering / selecting images as explained in points 4 and 5, the writing the tagline, and proof reading, this should be sent to the Section Supervisor.
2. The Section Supervisor sends it to the Section Head.
3. The section head sends it to the Principal for reviewl.

9. FINAL APPROVAL by the Principal / Section Heads

Once reviewed/ approved by the Principal, the section head will send an email to **webmaster@ourown.school**

PLEASE NOTE :

POSTING ON DIGITAL PUBLICATIONS IS NOT CONSIDERED AS A REPORT OF THE EVENT.

This policy is to be read in conjunction with:

1. Online Safety Policy
2. Social Media policy
3. Child protection and Safeguarding



مدرستنا الثانوية الانجليزية - الفجيرة OUR OWN ENGLISH HIGH SCHOOL - FUJAIRAH

APPENDEX 1

PARENTAL CONSENT FORM - FOR USE OF DIGITAL CONTENT

نموذج موافقة الوالدين - لاستخدام المحتوى الرقمي

The purpose of this form is to gain parental consent for the use of digital content in the schools social and digital publications.

Digital content refers to but is not limited to audio recordings, video recordings, photographs and students' work.

Digital publication refers to but is not limited to the school website, the school social media platforms, the official newsletters, Internal website, digital diaries, journals, etc.

Digital content and Digital publication is the intellectual property of the school.

The school uses digital content to be used in the digital publications to showcase the activities and/or teaching and learning taking place in the school.

Conditions of use

- This form is valid indefinitely from the date you sign it or email it back confirming consent.
- We may / may not use the full names (which means first name, second name and/or surname) of any child in a photographic image or video, on our School's Social, Website and Digital Publications like newsletters, Internal club websites, Journals and Digital diaries etc.
- We may use group or class photographs or footage with very general labels, such as 'a science lesson' or 'sporting events.'
- We will only use images of pupils who are suitably dressed.
- The school will take all steps to ensure these images are used solely for educational purposes.
- The school will not be held responsible for any use of these images or videos by a third party.**
- School may re-use any photographs or recordings even after your child leaves this school. If you later wish to revoke this consent at any time, you may send an email to feedback@ourown.school. Kindly note, Photographs / Videos once published cannot be revoked. Historic photographs will remain on our school website, and other digital publications.

الغرض من هذا النموذج هو الحصول على موافقة الوالدين على استخدام المحتوى الرقمي في المنشورات الاجتماعية والرقمية للمدارس.

يشير المحتوى الرقمي على سبيل المثال لا الحصر إلى التسجيلات الصوتية وتسجيلات الفيديو والصور وعمل الطلاب.

يشير النشر الرقمي على سبيل المثال لا الحصر على موقع المدرسة ، ومنصات الوسائط الاجتماعية للمدرسة ، والرسائل الإخبارية الرسمية ، والموقع الداخلي ، واليوميات الرقمية ، والمجلات ، إلخ.

المحتوى الرقمي والنشر الرقمي هو ملكية فكرية للمدرسة. تستخدم المدرسة محتوى رقميًا لاستخدامه في المنشورات الرقمية لعرض الأنشطة و / أو التدريس والتعلم الذي يحدث في المدرسة.

شروط الاستخدام

- هذا النموذج صالح إلى أجل غير مسمى من تاريخ التوقيع عليه أو إعادة إرساله بالبريد الإلكتروني لتأكيد الموافقة.
- يجوز لنا / لا يجوز لنا استخدام الأسماء الكاملة (التي تعني الاسم الأول والاسم الثاني و / أو اللقب) لأي طفل في صورة فوتوغرافية أو مقطع فيديو ، على مواقع التواصل الاجتماعي والموقع الإلكتروني والمطبوعات الرقمية الخاصة بمدرستنا ، مثل النشرات الإخبارية ومواقع النادي المحلية والمجلات والمذكرات الرقمية إلخ.
- قد نستخدم صورًا جماعية أو صافية أو لقطات ذات تسميات عامة جدًا ، مثل "درس علمي" أو "أحداث رياضية".
- سنستخدم فقط صور التلاميذ الذين يرتدون ملابس مناسبة.
- ستتخذ المدرسة جميع الخطوات لضمان استخدام هذه الصور للأغراض التعليمية فقط.
- لن تكون المدرسة مسؤولة عن أي استخدام لهذه الصور أو مقاطع الفيديو من قبل طرف ثالث.
- قد تعيد المدرسة استخدام أي صور أو تسجيلات حتى بعد مغادرة طفلك لهذه المدرسة. إذا كنت ترغب لاحقًا في إلغاء هذه الموافقة في أي وقت ، فيمكنك إرسال بريد إلكتروني إلى feedback@ourown.school . يرجى ملاحظة أنه لا يمكن إبطال الصور / مقاطع الفيديو بمجرد نشرها. ستبقى الصور التاريخية على موقع مدرستنا والمنشورات الرقمية الأخرى.

Saleema Mahmoodi
Principal



مدرستنا الثانوية الانجليزية - الفجيرة

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PARENT CONSENT / موافقة ولي الامر

I give permission for my ward's digital content to be published on the Digital Publications and agree to the conditions stated above.

منح الإذن بنشر المحتوى الرقمي الخاص بابني / ابنتي على المنشورات الرقمية وأوافق على الشروط المذكورة أعلاه.

Name of the Student: اسم الطالب	
Grade and Section: الصف والشعبة	
Parent / Guardian Name: اسم ولي الامر	
Phone Number: رقم التواصل	
E-mail Id عنوان البريد الالكتروني	
Parent's Signature: توقيع ولي الامر	Date: التاريخ