مدرستنا الثانوية الانجليزية – الفجيرة

OUR OWN ENGLISH HIGH SCHOOL-FUJAIRAH

MANAGING
DIGITAL MEDIA CONTENT
FOR
DIGITAL PUBLICATIONS

MANAGING DIGITAL MEDIA CONTENT FOR DIGITAL PUBLICATIONS	
Implemented Date	October 2020
Review Date	March 2021 – Reviewed
Policy Update – version 2.0	March 2021 – Policy Updated
Review Date	October 2021 – Reviewed
Policy Update – version 3.0	October 2021 – Policy Updated
Next Review Date	October 2022

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

- **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 / 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 liners about the event and the department - this will be the tagline. - Please spell check!
- 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:

   a. are clear and sharp.
   b. do not choose a photograph with anyone on the mobile phone - talking / texting / viewing their phones etc.
   c. Posters, banners, displays etc should be without spelling mistakes etc.
   d. **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 10 photographs only. (1 - 2 group photographs to show maximum / all participants)
- Because of this constraint, not all participants / teachers / members of the Senior Leadership Team may be included.
- This is posted to showcase the activity in school, and not a personal / individual centred post.

7. SCAL TEAM (SOCIAL CONNECT AND LEARNING)

1. Members of the SCAL Team generate, review, finalize and create the content and writeup gathered from internal teams.
2. One appointed member (SOCIAL MEDIA REP) from each department will post the event on the schools Instagram account from the schools official posting device.

8. APPROVAL

Once reviewed/ approved by the Principal / Supervisor, the supervisor will send an email with the content (text and images) to **socialmedia.uploads@ourown.school** and the librarian (In-charge of uploading on Telegram)

9. POSTING

1. The social media representatives (SM-Reps) of each department will access the Official device for uploading the content to Instagram (connected to Facebook and Twitter).
2. The SM-Rep will download the images and content from their respective supervisor's email.
3. The SM-Rep will then upload the content on Instagram and follow the necessary procedures and settings for uploading.
4. For Telegram, the librarian in-charge will upload the content on the Telegram Channel.

PLEASE NOTE:

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

DETAILED FLOW OF PROCEDURES AND REQUIREMENTS

I. CONTENTS OF THE POST

A. IMAGES

1. Maximum of 10 images.

2. Each image may be a collage of many events.

3. SQUARE IMAGES ONLY.

4. Check images thoroughly – for background elements.

5. Avoid images where anyone is on the phone / irrelevant to the post or event.

6. Posters, banners, displays, content in images should be without spelling mistakes etc.

B. CAPTION

1. The post should be accompanied by a short, but descriptive caption.

2. Include relevant #hashtags at the end of the text.

3. ALWAYS ADD #OurOwnFujairah

C. PARENTAL CONSENT

1. All Pictures and work of students to be consented by the parents.

   a) Refer to Policy – **SOCIAL MEDIA CONSENT FORM**.

2. **ALL CONSENT TO BE FILED WITH:**

a) Supervisors Office – Hard Copies

b) Principals Office, via Secretary – Scanned Soft Copies.

II. APPROVAL

A. All social media posts to be checked and proofread by the supervisors.

B. Principal's approval may be requested at the discretion of the supervisor.

III. Social Media Representative (SM REP)

A. Each Supervisor will appoint one / two Social Media Representatives (SM-REP - As Part of the SCAL Team).

B. The SM Rep will be responsible for uploading the departments content to our Social Media Channels.

C. Procedure for SM REP posting explained in Point V.

IV. TEACHERS to SCAL TEAM to SUPERVISOR

A. TEACHERS to SCAL TEAM

1. Teachers send the content, images, and details to the SCAL Team

B. SCAL TEAM – Check, Create and Send to Supervisor

1. Quality and Content Checks

2. SCAL Team will gather and create the content to be uploaded.

3. Once ready, the content to be sent to their Supervisor.

C. CONTENT FOR SOCIAL MEDIA

1. Supervisors to send Email to socialmedia.uploads@ourown.school.

2. After self-approval or Principal's approval, the supervisor sends an email with images as attachment and caption in the body of the email.

a) TO: "socialmedia.uploads@ourown.school";

b) CC:

(1) Principal(DrSReshma);

(2) OOF_ICT;

(3) Librarians (for uploading to Telegram)

(4) and the concerned Social Media Representative

V. SM REP - POSTING ON SOCIAL MEDIA

A. POSTING FROM ICT OFFICE.

1. Using the SOCIAL MEDIA TAB in the ICT OFFICE, the SM REP will
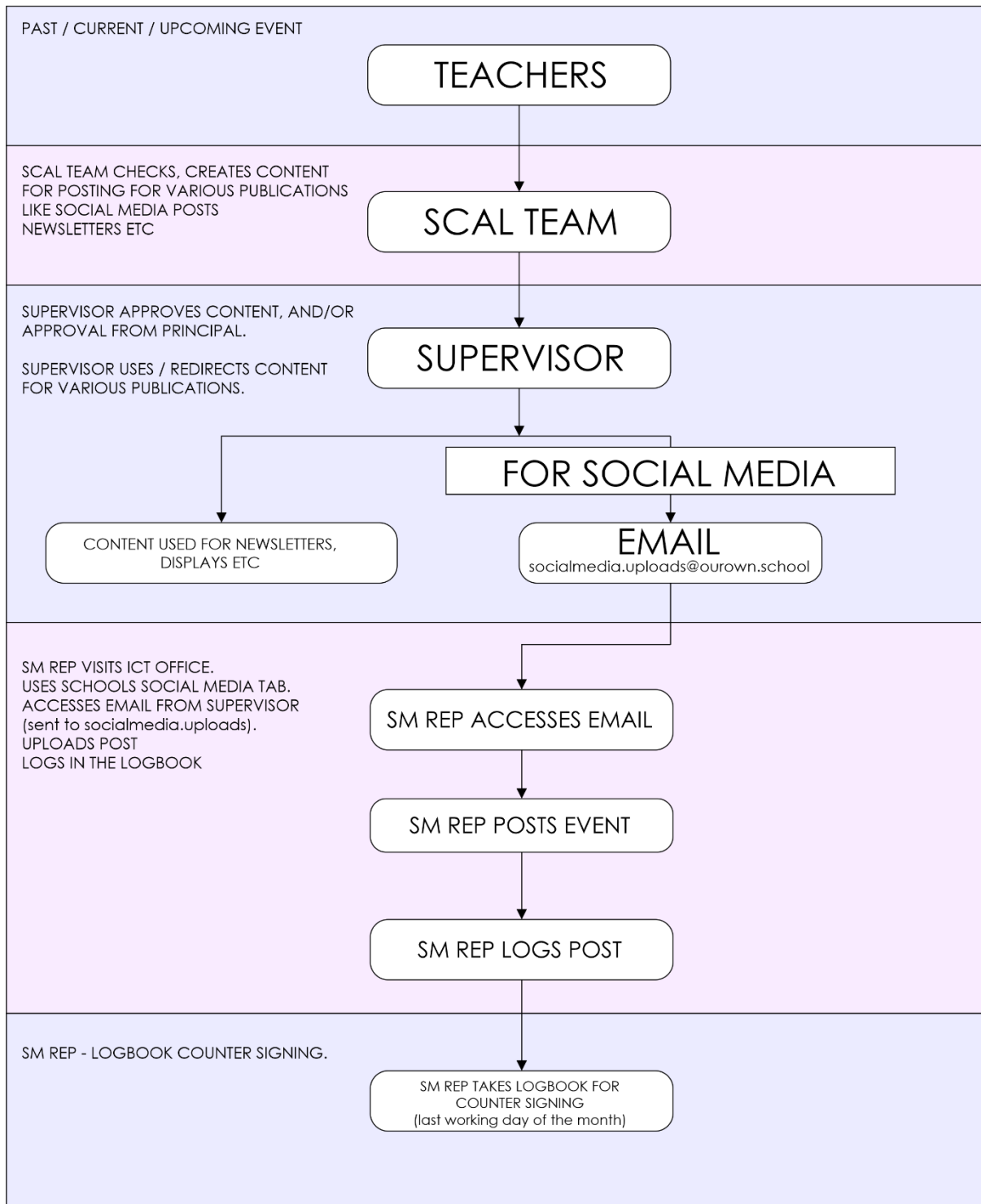
a) Open the email from the concerned supervisor.

b) Download the attached images

c) Open the INSTAGRAM APP

d) NEW POST

    (1) Add the downloaded images.

    (2) Add the caption.

    (3) Enable posting to Facebook and Twitter

    (4) ADVANCED - DISABLE COMMENTING (will disable on Instagram only)

    (5) POST.

2. LOGGING THE POST

a) The SM REP will log the post details in the LOGBOOK

(1) DATE

(2) SM REP NAME

    (3) SUPERVISOR NAME

(4) EVENT NAME

(5) CONFIRM THAT COMMENTS WERE DISABLED.

VI. LOGBOOK CHECK AND CLOSURE

a) Last working day of EVERY MONTH

(1) Logbook to be countersigned by the Supervisor.

(2) Sent to the Principal for closure signature.

(3) Responsibility: SM REP

PAST / CURRENT / UPCOMING EVENT

TEACHERS

SCAL TEAM CHECKS, CREATES CONTENT FOR POSTING FOR VARIOUS PUBLICATIONS LIKE SOCIAL MEDIA POSTS NEWSLETTERS ETC

SCAL TEAM

SUPERVISOR APPROVES CONTENT, AND/OR APPROVAL FROM PRINCIPAL.

SUPERVISOR USES / REDIRECTS CONTENT FOR VARIOUS PUBLICATIONS.

SUPERVISOR

FOR SOCIAL MEDIA

CONTENT USED FOR NEWSLETTERS, DISPLAYS ETC

EMAIL
socialmedia.uploads@ourown.school

SM REP VISITS ICT OFFICE.
USES SCHOOLS SOCIAL MEDIA TAB.
ACCESSES EMAIL FROM SUPERVISOR (sent to socialmedia.uploads).
UPLOADS POST
LOGS IN THE LOGBOOK

SM REP ACCESSES EMAIL

SM REP POSTS EVENT

SM REP LOGS POST

SM REP - LOGBOOK COUNTER SIGNING.

SM REP TAKES LOGBOOK FOR COUNTER SIGNING
(last working day of the month)

PARENTAL CONSENT FORM

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 صفية 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.

موافقة ولي الامر / <u>PARENT CONSENT</u>

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 بإبني / 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	

MANAGING DIGITAL MEDIA CONTENT FOR DIGITAL PUBLICATIONS

– Version 3.0

DATE: OCTOBER 2021