



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

SOCIAL MEDIA POLICY



SOCIAL MEDIA POLICY

Implemented Date	16.10.2015
Review Date	April 2022
Next Review Date	April 2023

Introduction: The new and emerging media today facilitates learning as well as person-to-person communication through the availability of online chats, online forums, blogging sites, social networking sites, email, SMS, MMS and many other digital platforms. However, with the growing networking, schools must be more proactive and clearer about the role and usage of the new media in the context of work practices, professionalism, safeguard, and protection of children with reference to the UAE social context. The school investigates the revision of this policy considering the paradigm shift that we see towards distance learning and the integration of technology in education.

Purpose of this Policy: The purpose of this policy is to ensure that communications by employees in and on online social networks are consistent with the OOF and MOE Code of Conduct. These online social networks include, but are not limited to, multi-media and social network sites (Facebook, LinkedIn, Flickr, Podcasts, Yahoo, Twitter, YouTube, WhatsApp etc.), blogs, wikis (e.g. Wikipedia) and other user-generated media and sites where text, photos or videos may be posted, whether for personal or professional purposes.

Roles and Responsibilities: All members of the staff and students need to uphold this policy. It is mandatory that all internalize the Policy and keep in mind the bindings while communicating using the social media. The Principal in consultation with the Board of Governors and any appropriate external agency (if the need arises) takes decisions in matters related to the violation of this policy. Furthermore, any member of the staff who may be notified or may have noticed violation of this policy or the terms herein, should report the matter, in confidence, verbally and in writing to the Principal. It is important that the activities are carried out professionally, confidentially and with sensitivity.

The designated officials/designees reviewing a case shall not discuss a case except in formal sessions dedicated to that purpose. The privacy of both parties to a case will be respected insofar as possible.

The responsibilities of every staff member include:

1. Modelling appropriate online behavior.
2. Monitoring the working environment to ensure as far as practicable that acceptable standards of conduct are always maintained even during the sessions of the BYOD.
3. Promoting awareness of the usage of social media.



4. Treating complaints of violation with appropriate confidentiality.
5. Ensuring that a person is not victimized for making, or being involved in, a complaint of violation of this policy.
6. Referring to this policy in the school, student and staff codes of conduct and practice.
7. Ensure that the reputation of the school, its staff and Governors is protected.
8. Safeguard all children.
9. Protect the school from legal risks.
10. Ensure that any user can clearly distinguish where information provided via social media is legitimately representative of the school.

Aim of the Policy

Our Own English High School, Fujairah commits itself to complete compliance with the MOE laws on social media publishing/blogging and with the protection of the students and staff.

The policy requirements in this document aim to:

1. Ensure that the reputation of the school, its staff and governors is protected.
2. Safeguard all children.
3. Protect the school from legal risks.
4. Ensure that any users can clearly distinguish where information provided via social media is legitimately representative of the school.
5. Compliance to the MOE laws on social media.



The Social Media Policy

PROCEDURE

1. Employees are personally responsible and liable for the content they publish online on any social network.
2. Members of staff are advised to consider the reputation of the school while posting or commenting on matters involving the school or any of the students, staff or parents on any social media account.
3. OOF employees are required to respect and adhere to the UAE laws relating to access to specific sites and social networks. Failure to do so may result in internal disciplinary action as well as legal penalties.
4. Employees are legally responsible for their postings and may be subject to liability should the post be found defamatory, libelous and/or slanderous, constituting any form of harassment, discriminatory, or in violation of applicable law.

Personal use of social media

1. Direct contact between teachers and students is always an area where special care must be taken because child safeguarding issues and online safety of the children are at stake.
2. Communication with parents and students should be via the official mode of communication (i.e. official emails)
3. In scenarios where a teacher and student will have contact via social media, the communication should be transparent, accessible to line managers and parents and professional in content and tone.
4. **This policy strongly states that official communication through Social Media is completely prohibited for all staff of Our Own Fujairah.**
5. Any communication received from children on any personal social media sites must be reported to the Principal and the nominated DSL.
6. If any member of staff is aware of any inappropriate communications involving any child in any social media, these must immediately be reported as above.
7. Staff should not accept any current pupil of any age or any ex-pupil of the school under the age of 18 as a friend, follower, and subscriber or similar on any personal social media account.
8. It is recognized that OOF teachers and other members of staff are often connected to OOF and other parents through personal social media, especially within expatriate communities. These relationships can bring significant personal benefits and enhance the reputation of the company where the content posted by employees is positive. In such interactions, employees must remain mindful of their association to the school and posts must not bring OOF adverse publicity or into disrepute.
9. Members of the school staff are strongly advised to set all privacy settings to the highest possible levels on all personal social media accounts.
10. It is highly encouraged that email communication between staff and members of the school community on school business should be made from an official school email account.



11. Employees must be aware of their association with OOF in personal online social networks. If an employee identifies himself/herself as an OOF employee, he/she must ensure that his/her profile and content is always professional.
12. Online postings should not disclose any information that is confidential or proprietary to the MOE, OOF or to any third party that has disclosed information to the school. Such confidential information could include details and information regarding an employee's business travel and employees should exercise due care in not revealing information which could give third parties insights into business which they would otherwise not readily have access to. If you are unsure whether a certain piece of information may be published, check with the Principal who will in-turn check with the School Legal prior to publishing such information.
13. Regular monitoring is the key to maintaining an account which is appropriate and engaging.
14. Employees must respect their audience. They should not use ethnic slurs, personal insults, or engage in conduct that brings OOF and its stakeholders adverse publicity or into disrepute.
15. Care must be taken that any links to external sites from the account are appropriate and safe.

Cross-reference

This policy draws reference from other policies of the school and must be read in connection with the following:

1. Online Safety Policy
2. Child protection Policy
3. Acceptable Use Policy
4. Communication Policy and Protocols
5. Cyber-bullying Policy
6. E-learning Policy
7. IT Policy
8. PSHE Policy
9. Password Policy
10. Data Protection Policy
11. Computing Policy
12. MOE Behaviour guidelines
MOE Student Behaviour Management Distance Learning Policy.