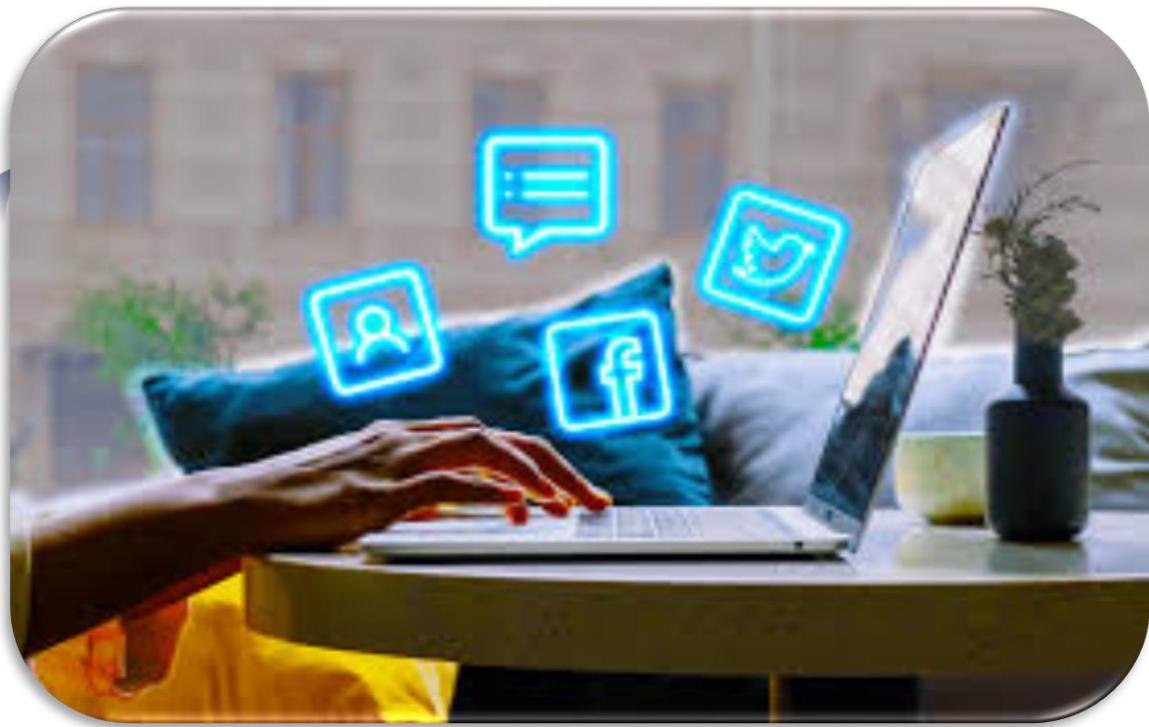




School of Knowledge
(St. Mary's Group of Schools)

SOCIAL MEDIA POLICY



VISION OF THE SCHOOL

Striving for excellence, striding towards success and seeking new horizons for personal growth and worth.

MISSION STATEMENT

Each toddler walking through the gates of School of Knowledge is viewed as a talent reserve and the school works relentlessly towards empowering each and every child.

CORE VALUES

We believe:

- ✓ In fostering honesty, charity, justice and service to others.
- ✓ In empowering critical and creative thinking.
- ✓ In a collaborative learning environment that involves co-operation among students, teachers, school leaders, staff and parents.
- ✓ In enabling students to become global citizens to face the challenges of the 21st century.

1. INTRODUCTION:

At School of Knowledge, teachers, students, staff, and other school community members use social networking/media as a way to connect with others, share educational resources, create educational content, enhance the classroom experience, and network within and outside of the school community. While social networking is fun and valuable, there are some risks we need to keep in mind when using these tools. In the social media world, the lines are often blurred between what is public or private, personal or professional. Social media refers to online tools and services that allow any Internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves. Social media allows those with common interests to share content easily, expanding the reach of their ideas and work.

All usage aligns with Sharjah SPEA's Child Protection, Data Privacy, and E-Safety Guidelines to safeguard the digital behavior of all stakeholders.

2. STUDENTS SOCIAL MEDIA GUIDELINES:

We expect our students to set and maintain high ethical standards in their use of social networking. Since social media reaches audiences far beyond the community, students must use social sites responsibly and be accountable for their actions. If a student sees anything of concern on a fellow student's social networking page or account, they should immediately report to class teacher or trusted adult.

- School reserves the right to request school-related images or content posted without permission to be removed from the internet.
- Do not misrepresent yourself by using someone else's identity.
- Social media venues are public and information can be shared beyond your control. Be conscious of what you post online as you will leave a long-lasting impression on many different audiences.
- Users should keep their passwords secure and never share passwords with others. If someone tampers with your email, or social networking account without you knowing about it, you could be held accountable.
- Use of the school's Logos or images on your personal social networking sites is prohibited.
- Think before you post.
- Students are educated annually on safe and responsible digital behavior as per SPEA requirements.
- Students will be held accountable for digital misconduct during school hours or on school devices in accordance with the SPEA Disciplinary Framework.
- Students must not create or participate in anonymous pages or accounts that target other students, staff, or the school. (NEW ADDITION - SPEA COMPLIANCE)
- Students may only participate in school-approved educational social media platforms with proper digital citizenship training.

3. PARENT SOCIAL MEDIA GUIDELINES:

Parents are required to adhere to the following guidelines:

- Parents will not attempt to destroy or harm any information online.
- Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- Parents should not distribute any information that might be deemed personal about the school.

- Added: Parents are encouraged to monitor their children's social media use and report any cyberbullying or inappropriate behavior.
- Parents must not share photos or videos from school events unless explicitly approved by the school in writing.

4. STAFF SOCIAL MEDIA GUIDELINES:

Personal Responsibility:

School employees are personally responsible for the content they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.

- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face.
- When posting to your blog or any social media site be sure you say that the information is representative of your views and opinions and not necessarily the views and opinions of school.
- The lines between public and private, personal and professional are blurred in the digital world.
- When contributing online do not post confidential student information.
- Staff must not engage in direct messaging with students on personal social media accounts.
- All digital communication with students should be conducted through official school-approved platforms.
- Staff are required to undergo annual digital conduct training aligned with SPEA's E-Safety framework.
- All content related to school activities shared online must receive prior approval from the school's E-Safety Team.

Profiles and Identity:

- Remember your association and responsibility with the St Mary's Group of School in online social environments.
- If you identify yourself as our employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues, parents, and students.
- How you represent yourself online should be comparable to how you represent yourself in person.

Personal Use of Social Media:

- School employees are personally responsible for all comments/information they publish online. Be mindful that what you publish will be public for a long time—protect your privacy.
- Your online behavior should reflect the same standards of honesty, respect, and consideration that you use face-to-face, and be in accordance with the highest professional standards.
- By posting your comments having online conversations etc. on social media sites you are broadcasting to the world, be aware that even with the strictest privacy settings what you 'say' online should be within the bounds of professional discretion. Comments expressed via social networking pages under the impression of a 'private conversation' may still end up being shared into a more public domain, even with privacy settings on maximum.
- Comments related to the school should always meet the highest standards of professional discretion. When posting, even on the strictest settings, staff should act on the assumption that all postings are in the public domain.
- Before posting photographs and videos, permission should be sought from the subject where possible. This is especially the case where photographs of professional colleagues are concerned. Before posting personal photographs, thought should be given as to whether the images reflect on your professionalism.

5. MONITORING, EVALUATION AND REVIEW:

The Principal together with the SLT and E-Safety Team will monitor and evaluate this policy by:

- Reviewing practice against the procedures outlined.
- Listening to students, staff and parents and considering their views and comments.

POLICY REVIEW LOG:

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| Policy Details | Social Media Policy |
| Reviewed/ Approved By & Date | E-Safety Team and SLT / June 2025 |
| Next Revision Date | June 2026 |