SOCIAL MEDIA

Policy

Issue Date:	July 2026	Review Date:	July 2027
Policy Owner:	Principal	Policy Type:	Staff Students Parents
Reviewed by:	SJO	Policy Category:	ES
Approved by:	CLT	Distribution:	Website Parent Portal Staff handbook
Policy ref:	POL/STAFF/ES-001		

	CONTENTS	PAGE NO.
1.	Introduction	3
	3.1 Statement of Intent	3
	3.2 Purpose of the Policy	3
	3.3 Scope of the policy	3
	3.4 Compliance	3
2.	Aims and Objectives	5
3.	Roles and Responsibilities	5
	3.1 Staff	5
	3.2 Students	6
	3.3 Parents	6
	3.4 Other members of the school community	7
4.	Implementation Of The Policy / Procedures	7
	4.1 Whole School	7
	4.2 Foundation Stage	8
	4.3 Primary	8
	4.4 Secondary	8
	4.5 Sixth Form	8
5.	Consequences	9
6.	Contact Details And Lines Of Communication	9
7.	Other Related Documents	9
8.	Appendices	9

1. INTRODUCTION

This policy is in place to minimise the risks to Jebel Ali School (JAS) through use of social media.

1.1. Statement of Intent

This policy ensures that all JAS staff maintain their duty to safeguard students, the reputation of JAS and those who work within it.

1.2. Purpose of the Policy

The purpose of this policy is to ensure that all JAS staff, students and parents are aware of the school's expectations with regard to the use of social networks.

1.3. Scope of the Policy

These online social networks include, but are not limited to, multi-media and social network sites (Facebook, LinkedIn, Flickr, Podcasts, Yahoo, Twitter, YouTube, etc.), blogs (JAS Blogs and external), wikis (eg Wikipedia) and other user-generated media and sites where text, photos or videos may be posted, whether for personal or professional purposes.

1.4. Compliance

This policy covers all staff and applies to all school use of social media as well as personal use that may affect the school in some way.

Citizens and residents in the United Arab Emirates (UAE) need to be aware of the provisions of the law that spell out actions that could be a criminal offence Federal Law No. 5 of 2012 on Combating Cybercrimes (PDF) and its amendment by the Federal Law No. 12 of 2016 and other applicable laws for the protection of privacy and reputation, defamation apply while using social media.

Telecommunications Regulatory Authority of the UAE issued 'The UAE Social Media White Papers' to create awareness about rights and obligations while using social media.

Some of the acts that could be a criminal offence are:

- tagging a person without their consent
- posting other people's pictures or videos without their consent
- threatening people

- spreading information that is not verified by the official sources
- gossiping about people or maligning them.

Offenders could become liable to a jail term or fine as stipulated by the law/as awarded by the competent courts. Read more about cyber safety and digital security in the UAE.

Federal Decree Law No. 2 of 2015 on Combating Discrimination and Hatred (PDF) criminalises any act that triggers religious hatred and/or insults religion through any form of expression, which covers speech and the written word, books, pamphlets or online media. The law prohibits any act that would be considered as insulting God, his prophets or apostles or holy books or houses of worship or graveyards. Read more about UAE Anti-discrimination/Anti-hatred law.

Compliance with related policies and agreements:

Social media must never be used in a way that breaches any of our other policies. If a social media post breaches any of our policies in another forum it breaches them in an online form.

2. AIMS AND OBJECTIVES

The aim of this policy is to set expectations for appropriate behavior and ensure that an employee's social media posts do not bring JAS into disrepute or expose the school to public embarrassment, legal problems or adverse publicity.

3. ROLES AND RESPONSIBILITIES

3.1. Staff

All JAS staff must be aware of the school's expectations of the use of school and personal social media. JAS staff:

- are personally and legally responsible for the content they publish online, on any social network and may be subject to liability should the post be found defamatory, libellous and/or slanderous, constituting any form of harassment, discriminatory, or in violation of applicable law
- must respect copyright, privacy, fair use and applicable laws
- may not disclose any information that is confidential or proprietary to JAS or to any third party that has disclosed information to the school. Confidential information could include details and information regarding a staff member's travel and employees should exercise due care in not revealing information which could give third parties insights into JAS' business
- must refrain from citing parents, students, board members or colleagues or using the JAS logo on any form of social media
- are not permitted to have social media, online or email contacts with students
- may not use personal communications devices to message students and are expressly prohibited from interacting with students through any online social media networking site
- must decline or disregard invitations from students to interact through any social media networking site. The only exception being where the staff member is a parent of a student
- must keep personal and professional lives separate and not get into a position where there is conflict between the two
- may not agree to interviews and/or questions/emails from the media without permission from the Core Leadership Team (CLT) and must direct such inquiries, including any from outside attorneys, regulators or government agencies, to the JAS Principal.

3.2. JAS Students

- Any student using their own device is required to sign the appropriate Primary / Secondary Acceptable Use - Bring Your Own Device (BOYD) agreement (see point 7.),
- Students cannot use their mobile phones in the school buildings unless permitted by a member of staff. Sixth Form students are permitted to use their phones within The Cloud only,

- Students must not email or send instant messages to members of staff. Private messages are not allowed however the use of a class forum for posting assignments or questions (i.e. Google Classroom/Edmodo/Seesaw) is acceptable.

3.3. JAS Parents

Parents are responsible for signing the mandatory KHDA Parent Contract which specifically outlines the need for parents using any form of social media to comply with the JAS social media policy.

In addition parents need to:

- be aware of our cyberbullying policy which can be found on our website (see point 7.)
- ensure their child signs the BYOD Acceptable User Agreement
- confirm (each academic year) permission for JAS to use photographs and video images of their child for school related purposes (e.g: social media posts, etc). Parents/carers will have the right to withdraw this consent at any point
- be aware that the JAS Marketing Strategist retains a JAS Student Photograph Exemptions list of those students whose parents / carers have placed any restrictions or limitations on the use of images of their child.

3.4. Other Members of the school community

Not applicable

4. IMPLEMENTATION OF THE POLICY / PROCEDURES

4.1. Whole School

4.1.1. Official school social media sites:

- There must be a strong pedagogical or business reason for creating official school social media sites. Staff must not create sites unnecessarily or for trivial reasons. For example, some members of staff need access to Twitter, Facebook and Instagram accounts for the purposes of their employment,

- Where such contact is specifically required of a jobholder, the nature and scope of the permitted contact should be approved by a member of CLT,
- The address of the website (URL) and identity of the site must be recorded by the JAS Marketing Strategist before any account is activated,
- The login details, including the current password, for all social media accounts must be provided to IT Systems Manager who will retain a record of such information,
- The content of any JAS sanctioned social media site should be professional and should reflect well on JAS,
- Links to external sites from the account must be appropriate and safe,
- Inappropriate comments or abuse of JAS sanctioned social media should immediately be removed and reported to the JAS Marketing Strategist.

4.1.2. Staff use of social media:

- Staff must not seek to view/link up with student accounts. For example, in the case of Twitter, staff should not "follow back" those who follow, share or like JAS comments/posts,
- There must be parent/carer consent to use, post or publish a photograph or video image of the student. It is a disciplinary offence to use, post or publish a photograph or video image of a student contrary to the instructions of their parent,
- Staff must familiarise themselves with the names of the students on the JAS Student Photograph Exemptions list,
- Staff must not identify a student using their full name; only first/forenames or initials may be used,
- Where photos are taken on a staff member's personal device, these must be deleted regularly and not shared or used for any other purpose than school.

4.2. Foundation Stage

See Whole School

4.3. Primary School

See Whole School

4.4. Secondary

See Whole School

4.5. Sixth Form

See Whole School

5. CONSEQUENCES

5.1. Staff violation of the social media policy will lead to disciplinary action and possible termination.

5.2. Staff violation of student safeguarding rules provides grounds for instant dismissal and possible prosecution.

5.3. Student violation and instances of proven and intentional breach of this policy will result in sanctions that may include suspension from the school.

6. CONTACT DETAILS AND LINES OF COMMUNICATION

For concerns regarding non-compliance with this policy contact the Primary or Secondary Leadership Team for general concerns, unless it involves a safeguarding concern - in which case contact a Designated Safeguarding Lead.

7. OTHER RELATED DOCUMENTS

This policy makes reference to and should be read in connection with:

- Student Cyberbullying policy
- Student Primary BYOD acceptable user agreement
- Student Secondary BYOD acceptable user agreement
- Student Sixth Form BYOD acceptable user agreement

8. APPENDICES

Not applicable

[End of Policy]