

جيمس مدرستنا الهندية  
GEMS OUR OWN INDIAN SCHOOL



## SOCIAL MEDIA POLICY

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At GEMS Our Own Indian School, Dubai, we strive to develop global competence by promoting agile educational environment that creates future ready global citizens. We recognize giving access to technology in school, which creates greater opportunities to learn, engage, communicate and develop 21st-century skills of 5Cs. Digital media has evolved exponentially during the past decade impacting the dynamics of education platforms. As a result, we encourage teachers, students, staff, and other school community members to use social media (Twitter, Facebook, Instagram etc.) to connect with each other, share educational resources, create and curate educational contents, share school related activities. While social networking is fun and valuable, there could be risks if proper guidelines are not followed. In the social media world, one should clearly distinguish between what is public, private & professional.

## 1. PURPOSE:

The purpose of this policy is to outline the guidelines for good behavior and respectful conduct online and offline. It emphasizes the etiquette to be followed while using any social media platform for a safer and healthy environment. Social Media includes, but is not limited to, multi-media and social networking sites (Facebook, LinkedIn, Flickr, Podcasts, Yahoo, Twitter, YouTube, etc.), blogs (GEMS Blogs and external), 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.

## 2. Guidelines for Staff:

- All Staff and Students are personally responsible and liable for the content they publish online, or on any social network.
- All staff & students are advised to consider the reputation of GEMS Our Own Indian School Dubai and its corporate organizations in any posts or comments related to the school on any social media platforms.
- All staff & students are required to respect and adhere to all laws of UAE relating to access to specific sites and social networks. Failure to do so may result in internal & legal disciplinary actions.



- Employees & Students are legally responsible for their postings, should the posts be found defamatory, libelous and/or slanderous, constituting any form of harassment, discriminatory, or in violation of any applicable law.
- Employees' personal comments published online relevant to GEMS must include a disclaimer indicating that the views are their own and not of GEMS Our Own Indian School Dubai.
- Any undesirable incident noticed online involving students or staff of GEMS Our Own Indian School Dubai on any social media platform must be reported to the principal and nominated safeguarding leader.
- Members of the school staff and students are strongly advised to set all privacy settings to the highest possible levels on all social media accounts.
- 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. Use of personal email addresses may be permitted only if it is unavoidable.
- Employees must be aware of their association to GEMS Our Own Indian School in personal online social networks. If an employee identifies themselves as a GEMS employee, they must ensure their profile and content is always professional.
- Online postings should not disclose any information that is confidential or proprietary of GEMS Our Own Indian School.
- Admin rights of GEMS Our Own Indian school official social accounts should be designated to a particular member(s) of staff responsible for posting and monitoring of content such as Marketing Coordinator.
- Details of the administrator / login details / site URL must be forwarded to the Digital Officer for record keeping.
- Any social media accounts set up should be entirely separate from any personal social media accounts held by that member of staff, and ideally should be linked to an official school email account.
- The School related social media accounts managed by the students should be monitored by a designated member(s) of staff.



- All Staff must ensure they follow the correct school guidelines when posting images of students on social media sites, i.e., any students whose parents have indicated their child's photograph cannot be used must not be featured, etc.

### 3. Guidelines for Parents:

- Ensure that posts are accurate and fact-checked and capable of substantiation.
- Do not post malicious, misleading or unfair content about the school, teachers, other parents or students.
- Respect the privacy of other parents. While group members share their phone numbers via WhatsApp, care should be taken not to call parents directly without their consent.
- Only post information that is relevant and publicly available. Do not disclose any information that is confidential to the school that you might have accidentally stumbled up on.
- Pictures/ videos of other students should not be circulated without prior permission from the school / Parent.
- When a group is formed for a particular purpose, members should stick to that purpose by and large. For e.g. - parents use WhatsApp groups mainly to stay connected to keep abreast with homework/ missed classwork/ reminders (about submitting projects, special instructions etc.)
- Personal opinions about staff should not be encouraged.
- If a member objects to a person's post in a chat group, he/she informs that person via private chat.
- It is advised that members should avoid sending a message after 8:00pm – 6:00am unless urgent.
- The group admin could take responsibility to inform and keep the group members in line with these basic guidelines.



#### 4. Guidelines for Students:

**Students** must always demonstrate the highest respect towards all the members of the school community, including other students while using social media or accessing distance learning. Parents must not breach confidentiality, defame or make threats to any person in the school community. Instances of proven and intentional breach of the above may result in the matter being referred to the Ministry of Education.

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