



Dove Green Private School

Social Media Policy

1. INTRODUCTION

This policy is in place to minimise risks to Dove Green Private School (DGPS) through the use of social media, while ensuring alignment with UAE legislation and KHDA regulations.

1.1. Statement of Intent

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

1.2. Purpose of the Policy

The purpose of this policy is to ensure that all DGPS staff, students, and parents are aware of the school's expectations with regard to the responsible use of social networks and communication platforms, including WhatsApp and similar applications.

1.3. Scope of the Policy

This policy applies to all online platforms including, but not limited to: multimedia and social networking sites (Facebook, LinkedIn, Instagram, Twitter/X, YouTube, TikTok, WhatsApp, Telegram, Signal, blogs, wikis, podcasts, and any other sites or platforms where text, photos, or videos may be posted for personal or professional purposes.

1.4. Compliance

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

Citizens and residents in the UAE must be aware of Federal Law No. 5 of 2012 on Combating Cybercrimes (as amended by Federal Law No. 12 of 2016), the Federal Decree Law No. 2 of 2015 on Combating Discrimination and Hatred, and the amendments to the UAE Penal Code (2021). These laws prohibit defamation, misuse of electronic communications, sharing unauthorised photos/videos, and insults online.

Compliance with this policy extends to all other DGPS policies and KHDA requirements. Any school-related social media content published without prior KHDA approval is a breach of compliance.

2. AIMS AND OBJECTIVES

The aim of this policy is to set clear expectations for appropriate behaviour online and to ensure that social media use by staff, students, and parents does not bring

DGPS into disrepute, expose the school to public embarrassment, legal issues, or adverse publicity.

3. ROLES AND RESPONSIBILITIES

3.1. Staff

- Are personally and legally responsible for the content they publish online.
- Must respect copyright, privacy, fair use, and applicable UAE laws.
- May not disclose confidential or proprietary information relating to DGPS, its staff, or its students.
- Must not communicate with students via personal messaging apps (WhatsApp, Telegram, Signal, etc.).
- Must keep personal and professional lives separate.
- Must refer all media enquiries to the Core Leadership Team (CLT).
- Photos taken for school purposes must be deleted from personal devices immediately after official use.

3.2. Students

- Students must sign the Acceptable Use / BYOD Agreement.
- Mobile phone use is restricted in school buildings unless permitted by staff. If students wish to bring a phone to school, it must be kept in the designated school pouches at all times.
- Students may only use approved platforms (Google Classroom, Seesaw, etc.) for academic purposes.
- Students must not post content (inside or outside school) that brings DGPS into disrepute or targets staff/peers.
- Cyberbullying online will be treated as a serious disciplinary breach.

3.3. Parents

- Parents must respect privacy and must not post images/videos of other students without consent.
- Parents must not tag staff or use the school's name/logo in unofficial groups.
- Parents must provide annual consent for DGPS to use their child's image, with transparency on platforms (website, newsletters, social media, KHDA publications).
- Parents should avoid creating or joining unofficial DGPS social media/WhatsApp groups that misrepresent the school.

4. IMPLEMENTATION / PROCEDURES

Official DGPS social media accounts must:

- Have SLT approval before being established.
- Be managed by the Marketing Team/authorised staff.
- Maintain login records with IT.
- Ensure content reflects positively on DGPS and is KHDA-compliant.
- Remove and report inappropriate content immediately.

Breaches by parents or students on unofficial platforms that damage DGPS's reputation will also be subject to disciplinary action.

5. CONSEQUENCES

- Staff violations may result in disciplinary action, including termination.
- Student breaches may result in suspension or other sanctions.
- Parent breaches may result in withdrawal of consent for school participation in certain activities or escalation under UAE law.

6. CONTACT DETAILS

Concerns regarding non-compliance should be referred to the Phase Leadership Team, unless it involves safeguarding, in which case it must be escalated to the Designated Safeguarding Lead.

7. RELATED DOCUMENTS

- DGPS Cyberbullying Policy
- DGPS Primary BYOD Acceptable User Agreement
- DGPS Secondary BYOD Acceptable User Agreement
- DGPS Sixth Form BYOD Acceptable User Agreement