

Diyar International Private School Social Media Policy

At Diyar International Private School our school community members use social media platforms to connect with prospective families, current families, students and alumni. This may include promotional materials, educational content, and school activities, amongst others. The tools we use to do this are:

- Instagram
- Facebook
- LinkedIn
- Website

Diyar International Private School takes social media seriously. Faculty, staff, and students are all expected to show respect and to take the privacy of others into careful consideration. There are clear laws in the UAE which govern social media, and these are acknowledged and adhered to.

Posting Comments

Responding to Comments

All comments — both positive and negative — should be responded to within 24 hours during the school week, and within 48 hours on the weekend. The communications team respond to all relevant comments and will handle addressing the comment publicly or privately (via a direct message) on a case-by-case basis.

Student Privacy Protection

Our school is committed to student safeguarding. To ensure the safety of our community, Diyar International Private School will never post or release information that is considered private and confidential. This includes posting conversations, names, personal schedules, images, addresses, phone numbers, etc. without noted consent.

Photos of students will not be posted Diyar International Private School social media accounts if a parent specifically opts their child(ren) out of such communications. Unless otherwise opted out, students are automatically opted in. Staff are aware of students whose parents do not give permission for photographs to be taken.

Students, faculty, and staff should similarly respect each other's confidential information in addition to Diyar International Private School's brand and copyrighted material.

Expectations for Diyar International Private School Faculty and Staff

As a member of the Diyar International Private School community, you are expected to act professionally on social media. If you wish to post any content of your classes, practices, or in-school interactions on social media, please send to Communications Team for proper review to

be posted to the Diyar International Private School accounts. Never use photos of students on your own personal accounts.

Responding to Comments

Whether positive or negative, it is important for Diyar International Private School's Communication Team to respond to comments on our social media posts. Responses to comments or questions asked by community members are only to be made by the Communications Team which includes the Social Media Officer.

Posting During a Crisis

In a crisis situation, you as a Diyar International Private School faculty or staff member are strongly discouraged from using social media to make a statement. Posting a personal statement or opinion on social media regarding a school-related topic might also violate school policy or your contract terms. A formal press release will be created by the Chief Education Officer via the Communications Team. Depending on the situation, a social media post may also be shared by the Communications Team.

Misuse of WhatsApp

The use of WhatsApp is not sanctioned in school. Staff are able to use YAMMER which may be monitored. Any defamatory or offensive material posted to social media including WhatsApp could lead to disciplinary action.

Professional Standards

Our Professional Standards document provides specific expectations for staff in terms of behaviors which may discredit the school or cause distress to others.

Expectations for Diyar International Private School Students

As a student of Diyar International Private School, you are welcome to participate in interactions with the school online. You are expected to employ responsible behavior, and any disrespect to the school or to your peers — in addition to posting photos of other students without consent — may result in disciplinary action.

MOE guideline on social media to be added here if there are any

Conclusion

While social media continues to grow, so does its scrutiny. As an educational institution, we feel it is important for us to not only have a presence in the online space but to also safeguard our school and our community from any potential misuses of the platforms. This social media policy is our way of identifying our expectations and guidelines for safe and responsible social media use.