



Social Media Policy

Date of review	September 2026
Date of next review	September 2027
Reviewed by	Principal/ SLT

Rationale

In the age of increasing internet and social media use to communicate, connect and obtain information, PEA's social media policy aims to define the guiding principles for the acceptable use of social media by its community of parents, students, teachers and staff.

Social media refers to social networking platforms including but not limited to Facebook, Instagram, YouTube, Twitter, and LinkedIn. It is PEA's official policy to communicate with parents primarily through electronic means, specifically by email and electronic forms. This is to streamline communication and reduce paper waste, while also ensuring that important information reaches parents in a timely and efficient manner. While hard copies of important documents may still be made available upon request, electronic communication is the primary method used by PEA for all official communication with parents.

All members of the school community should read this document carefully and be fully aware of its contents and guidelines.

Parents/Guardians will be requested to read the policy and sign the media consent form in the Appendix on behalf of their children.

What do we share and why?

From time to time, PEA may publish student work and photos of students and staff involved in educational and extra-curricular activities, for educational, communications and public relations purposes. These materials include but are not limited to classroom activities, online classes, school events, concerts, plays, sports and training, school trips, regional activities or general testimonials. We may take photographs of students, faculty and staff to share all that PEA has to offer.

We may use these images to promote our school via school displays, print publications, school website and social media platforms, press articles, billboards and other promotional channels. From time to time, PEA may also be visited by the media and external providers who may take photographs or video footage of a high-profile event. Students may appear in these images, and the images may sometimes be published in local or national newspapers and/or approved websites.

Where do we share information?

Content may be used and/or posted by PEA, including:

- The official school website
- Internal publications
- School newsletters
- Reports and articles
- Presentations
- PEA social media networks (including but not limited to Facebook, Instagram, Twitter, YouTube, and LinkedIn)
- Local and international newspapers and magazines including print and online editions
- Print publications and promotional materials, such as newsletters, brochures, etc.
- Advertisement platforms, such as outdoor and/or digital banners and billboards

PEA may transfer the print material to other service providers for processing the material and preparing it for final print publications specifically for purposes identified in this consent form.

From time to time, external education partners will visit the school and may request photo/video coverage of their visit, talks and presentations and/or student reactions, which will only be granted with parental consent.

CHILD PROTECTION, PRIVACY, DIGITAL SAFETY

PEA champions safe digital citizenship including, protecting our children's privacy online and helping them maintain a responsible digital footprint. In this regard, we adhere to the following guidelines on Child Online Protection as well as our own safeguarding policy:

1. Integrating child rights considerations into all appropriate corporate policies and management processes
2. Developing standard processes to address inappropriate material
3. Creating a safe and age-appropriate online environment
4. Educating children, parents, and teachers about children's safety and their responsible use of technology
5. Promoting digital technology as a mode for further civic engagement
6. Respecting local cultural values and sensitivities.

Creating a Healthy and Safe Online Presence for our Students

Social media can be used for good: to share best practices, provide an authentic audience for student work, cultivate digital citizenship among their students, and build more connected school communities. To be responsible digital citizens, our students need educators who model positive, creative and responsible social media use. We aim to promote safe and ethical use of social media online with our core values. To this end, the school is committed to:

- Establishing transparent social media policies and communicating these to our entire community.
- Having parental consent to use student photos, or videos on school-sanctioned social media accounts.
- Protecting students' personally identifiable information and confidentiality by removing or blurring identifying information such as names
- Protecting information such as grades, assessments, or any part of a student's educational record.
- Facilitating classroom discussion around social media posting.
- Promoting safe digital citizenship.
- Using our learning management systems to share extensive classroom work in a private forum accessible by parents only.

PEA encourages the responsible use of social media. The responsible use of social media can be positive for learning, teaching and the unity of the school community. These guiding principles should be adopted by any member of the PEA community who wishes to either represent or post about the school online:

- Prioritize child safety and security above all else
- Have content creators who demonstrate sound judgment and responsible decision-making, and ensure that they post content that reflects the values of the school community, enhances the school's reputation, and respects audience and cultural sensitivities.
- Focus on communicating and celebrating our school's mission, vision, pillars, core values and educational offerings
- Celebrate our school's core values and sustainability in all forms
- Respect the rights and confidentiality of others
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, abuse, harass, or use offensive language towards others
- Do not make online defamatory or humiliating comments causing psychological or physical harm,
- Do not make false statements discrediting others, exposing others to public contempt or ridicule harming the reputation of the person/ the school or the community
- Ensure all school social media is respectful, appropriate, and upholds the school's and the UAE's moral and cultural values
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not harm the reputation and good standing of PEA or any member of its school community
- Use only official school platforms for communication, adhering to cultural values and UAE privacy laws
- Images and videos are stored securely and only accessed by authorized staff before publication.
- Staff are prohibited from personal communication with students via social media accounts
- Adhere fully to the UAE Government's Federal media regulations

Parents or guardians should communicate with students about the appropriate use of social media so that students understand and follow the guiding principles listed in this document. The school does not allow sub-accounts, only official school platforms.

Where photography is permitted in school, parents may take photographs or video of their own children and use such content at their discretion. However, should the content be published on social media or elsewhere, parents must ensure that no other children are recognizable in the content. If any other child is recognizable, it is the parent's responsibility to obtain the permission of the parent to publish the content.

Breaches and Consequences:

Schools are responsible for ensuring that their digital communication adheres to UAE privacy and data protection laws, including Federal Decree-Law No. 34 of 2021 can lead to disciplinary action

Breaches of the social media policy will be investigated. Unauthorized or inappropriate content shared on social media actions can incur disciplinary measures to legal consultation.