



M.E.S INDIAN SCHOOL, DOHA - QATAR

SOCIAL MEDIA POLICY

1. Purpose:

The policy aims to make students, staff and parents aware about the privacy policy and right usage of social media platforms from an organizational point of view and the user shall not directly or indirectly harm the school's interest. It will allow the employer to ensure that employees and other stakeholders are treated fair and consistently and vice versa.

2. Aims of Policy

- Safeguard all pupils and promote wellbeing.
- Ensure users are not exposed to risk as a result of their actions.
- Use social media in a respectful, positive and productive way which respects all parties involved.
- Ensure that the reputation of the school, its staff and student is protected and that stakeholders understand their role with regard to the school.
- To ensure efficient use of employee time and to minimize any distraction from an employee's assigned tasks and duties.
- To ensure that the school rules are followed and all employees are treated fair and consistent.

3. Policies

3.1 Responsibilities of Staff

- 3.1.1 If a social media account is identified (that uses the name of the school, school logo, signature, or clearly attached to school in any way) that is not an official school approved account/site, this should be reported to the authorities.
- 3.1.2 The content of any school-sanctioned social media site and/or social media accounts should be entirely professional and should reflect well on the School.
- 3.1.3 Staff must take into account the Child Protection Policy while posting on the school social media accounts.
- 3.1.4 Any inappropriate comment on, or abuse of, noted on the school-sanctioned social media and/or social media accounts should be immediately reported to the ICT Department for removal.
- 3.1.5 If any member of staff is aware of any inappropriate communication involving any student in any social media, these must be immediately reported to the school authorities.
- 3.1.6 Staff are advised to be cautious while conversing with fellow staff members, parents and volunteers, while posting video or picture on social networking sites, or in comments made elsewhere on the public internet and in responding to comments from posters either publicly or via email on the basis that privacy laws can be violated even if a person's name is not shared. Institutional reputational breaches by staff will result in disciplinary action.
- 3.1.7 Approvals from the school authorities shall be obtained before any assistance is extended to students in developing a website or blog and the password access shall be shared with the Principal/Head of the Section by the staff in-charge.
- 3.1.8 Staff should not discuss about the students/colleagues, family related information or criticize the school or staff on social networking sites.

- 3.1.9 Staff shall not share information which is confidential about the school. This includes information about services, programmes, financial, strategy, and any other internal confidential or sensitive workplace information that has not been publicly released by the school.
- 3.1.10 The school respects privacy and expression rights of the staff. However, staff must also respect and protect the privacy of colleagues, pupils, parents, and others. Privacy and confidentiality must be maintained in every possible way.
- 3.1.11 Approvals from the school authorities shall be obtained by the staff who chooses to develop a website or write a blog that will mention about the school, staff, pupils and parents and inform their respective supervisor about his/her intention to do so. The Head may choose to inspect this from time to time.
- 3.1.12 If a member of the media or non-traditional online media (including bloggers) contacts a member of staff about the business of the school (e.g., programmes, services, pupils, parents, clubs, policies, practices, or additional business information of any kind), the individual must redirect it to the concern department.
- 3.1.13 Positive contributions to the school social Media, such as Twitter, are welcomed.

3.2 Responsibilities of Students & Parents

- 3.2.1 School is not responsible for any act of parent/student if they misuse the published photographs, consent of parents are deemed of the age and ability. Standard practice is to publish only the first name and initial of surname, unless permission has been given by parents or pupils (if deemed of the age and ability to provide their own consent) for the full name to be used.
- 3.2.2 If pupils see inappropriate postings by other pupils, they must inform the school so that steps can be taken to avoid possible repercussions.
- 3.2.3 Pupils must have permission from the Principal for any social media accounts using the name of school, a school logo, or clearly attached to school in some way.
- 3.2.4 Concerns or issues about the school, its pupils or staff should be expressed directly to the school and not be voiced on social media.
- 3.2.5 If parents become aware of inappropriate use of social media by their own wards, other parents, other pupils or school staff, they should inform the school so that remedial steps can be taken.
- 3.2.6 Positive contributions to the school social Media, such as Twitter, are welcomed.