



# **SOCIAL MEDIA AND DIGITAL CONTENT POLICY (2023-24)**

## **Introduction**

This policy covers the safe use of social media and digital images & videos that covers staff and students. The School uses digital images and videos of staff and students on social media platforms and websites for its promotion and to showcase its academic and extracurricular standards. It is also a platform for the students to share their inputs and for the parents to share their feedback directly. Digital images and videos are also taken for school's internal uses. The policy is formed on the basis of data protection rules in the United Arab Emirates.

Habitat schools support our nurture and care for our students and contribute much into their personal and professional life making them healthy, confident and capable adults. We want our school to provide a safe, friendly, effective and stimulating educational environment where the principles of respect, truth, fairness and equality are promoted.

- **Aim of the policy**
- To enhance the school activities by adding a ray of colors through articles and photos.
- To help parents and the local community to identify and celebrate the schools' achievements.
- To increase pupil motivation and staff morale
- To promote a way of community spirit within the varsity
- To encourage parents and students to share their inputs and feedback
- To ensure the privacy and security of students, teachers and staff
- To ensure that all digital content published are keeping the guidelines of policy

## **Guidelines for Taking Photographs**

Photographs of students should be taken only with parental consent and for staff with their written consent if it is used for promotional activities. Photos can be taken by the media department or by teachers as a part of educational activity or programs. But they must procure the consent before using it online or any sort of printed media. However, this is not applicable for the photograph of group activity, or audience where a crowd will be covered. While taking photos/ videos of students, staff should ensure that the students are appropriately dressed and are not participating in activities that might bring the individual or the school into disrepute.

Photos or videos taken would not be manipulated or amended. However, it can be cropped. Students, staff or parents should not use the shared images of students, teachers or staff without consent. All staff who are handling the photos or videos must make sure that the files are properly stored and properly disposed of if required.

### **Guidelines for Publishing Photographs on the school website**

Before publishing the photos of students, the school will seek the consent of parents if it was not collected prior to the shoot. All photos and videos which are published on school pages, websites or printed on school publications will be filtered and selected to comply with the rules and regulations of the school and to ensure the privacy of students. When publishing digital images/ videos staff should be mindful about the way students or staff may appear. Photos/videos which may cause embarrassment to the student or staff in future should not be posted.

Personal details (including the name) of any child or adult in a photograph will not be used in association with the photograph (including in the accompanying text or the photograph caption).

### **Guidelines for Taking Photographs at School Events**

Parents are not allowed to take group photographs during school events, they can contact the school media team for photographs or videos of the same. However, parents are not required to comply with the Data Protection Act while taking photographs of their own children, for their own private use, at an organized event.

When hosting a school event where parents are permitted to take photographs or videos the school will make it clear that the images or videos taken must only be for private use

### **Re-use of Images**

No students, teachers or staff are allowed to download or copy the photos or videos published on the School official pages for their personal use with or without parent's consent. Such usages will be a violation against the Data Protection legislation. However they are allowed to share the post or videos as it is from the official pages.

## **Concerns**

In case of any complaints about the inappropriate usage of photographs or videos, it can be reported to the Class teacher, Grade Supervisors or Principal. If the students or parent, teacher, staff wish their photo to be removed from the school website or pages they can forward a request to the school via mail.

## **Use of Social Media**

Staff, parents and students are invited to share their inputs and feedback about the school on its official social media pages, including YouTube, Facebook, Instagram and Google Business Pages. It will be taken and considered with utmost respect and will be reported to the concerned departments for further actions. Any inappropriate content posted or shared on school pages will be identified, reported and removed immediately.