



MAMOURA

BRITISH ACADEMY

Social Media Policy

Policy Issued	March 2025
Policy Updated	N/A
Next Review	March 2027
Lead Professional	Assistant Principal – Parental Engagement
SGG Ratification	March 2025

Rationale

The social media policy at Mamoura British Academy is essential to ensuring a safe, respectful, and responsible online environment for students, staff, and the wider school community. With the increasing use of social media, clear guidelines help prevent cyberbullying, protect student privacy, and uphold the school’s reputation. This policy establishes expectations for responsible digital citizenship, outlining appropriate online behaviour and the consequences of misuse. Additionally, it educates students on the lasting impact of their digital footprint and promotes the ethical use of social platforms for communication, collaboration, and learning. By implementing this policy, Mamoura British Academy fosters a positive and secure digital culture while minimising risks associated with inappropriate or harmful content.

Policy References

This policy is written in conjunction with:

- ADEK Digital Policy 2024-25
- Service Guideline – Social Media Management – Aldar HQ
- ADEK School Values and Ethics Policy
- ADEK School Cultural Consideration Policy
- ADEK School Reporting Policy

Introduction

The ability to function in the digital space is indispensable for students to meaningfully engage in education, work, and life today. Mamoura British Academy identifies our responsibility for embedding the development of digital skills in every aspect of teaching and learning, and, most importantly, in ensuring the safety and security of students while engaged in the digital space. This policy sets out the requirements for Mamoura British Academy by outlining:

- The specific social media platforms and accounts MBA utilises
- The procedures for access, security and password protection of the schools social media accounts
- Guidelines concerning the content, language use and engagement with other accounts
- Conditions regarding the use of students names, photos and videos aligned with the Digital Media Policy
- Moderation guidelines for content that may be posted by third parties
- Procedures for managing adverse social media behaviours, like impersonation

All social media posts shared by the Academy are monitored by the school PRE to ensure consistency in line with school branding and to ensure compliance with all government, Aldar Group directives as well as ensuring cultural compliance aligned to ADEK guidance.

Purpose

The purpose of this Social Media Policy is to:

- Ensure the safety and security of students, staff, and the Mamoura school community in digital spaces
- Provide clear guidelines for appropriate use of social media platforms
- Educate students and staff on responsible digital citizenship
- Protect the privacy and personal information of all members of the school community
- Maintain and enhance the reputation of Mamoura British Academy

Scope

This policy applies to all students, staff, and any individuals representing Mamoura British Academy. It encompasses all forms of social media, including but not limited to:

- Social networking sites (e.g., Facebook, Twitter, LinkedIn)
- Media-sharing platforms (e.g. Instagram, Snapchat, YouTube)
- Blogs and microblogs (e.g., Tumblr, WordPress)
- Messaging applications (e.g. Microsoft Teams, WhatsApp, Outlook)
- Collaboration Tools (e.g Padlet, Nearpod)

Official Academy Platforms

The Academy has official social media platforms that consist of:

- Facebook
- Instagram

These are the only sites that are officially authorised to represent Mamoura British Academy and the only person permitted to post is the PRE.

Procedures for Access, Security and Password Protection of the Academy social media accounts

Mamoura British Academy is dedicated to maintaining the security and integrity of its official social media accounts. In alignment with the Abu Dhabi Department of Education and Knowledge (ADEK) Digital Policy, the following procedures are established to regulate access, ensure security, and manage password protection for the academy's social media platforms.

1. Access Control

- **Authorisation:** Access to the Academy's official social media accounts is restricted to designated staff members authorised by the school's Executive Leadership Team (ELT) and Principal
- **User Registry:** A current list of authorised users will be maintained and reviewed periodically by the IT Department and the Communications Team
- **Access Requests:** Requests for access must be formally submitted and approved by the Principal or Head of Communications
- **Temporary Access:** Temporary access for specific events or campaigns requires written approval and will be revoked immediately after the designated purpose is fulfilled

2. Account Security Measures

- **Official Email Usage:** All Academy social media accounts must be linked to official school email addresses, not personal accounts
- **Multi-Factor Authentication (MFA):** MFA must be enabled on all social media platforms where available to enhance security
- **Regular Password Updates:** Passwords must be updated every three months or immediately upon suspicion of a security breach
- **Secure Credential Sharing:** Access credentials must not be shared through unsecured channels such as personal emails, text messages, or verbal exchanges

3. Password Protection Protocol

- **Strong Passwords:** Passwords must be robust, comprising at least 12 characters, including uppercase and lowercase letters, numbers, and special characters
- **Secure Storage:** Passwords must be stored securely using an encrypted password manager approved by the IT Department
- **Access Revocation:** If an authorised user leaves the school or changes roles, their access will be revoked immediately, and passwords will be updated accordingly

4. Monitoring and Incident Response

- **Regular Audits:** The IT Department will conduct regular security audits to monitor account access and ensure compliance with this policy
- **Incident Reporting:** Any suspected breach or unauthorized access must be reported immediately to the IT Department and the Head of Communications
- **Emergency Actions:** In the event of a security breach, immediate actions will include resetting passwords, reviewing access logs, and implementing additional security measures as necessary

By adhering to these procedures, Mamoura British Academy ensures the secure and responsible management of its social media accounts, protecting the school's digital presence and maintaining a positive online reputation.

Guidelines Concerning the Content, Language Use and Engagement With Other Accounts

Mamoura British Academy is committed to maintaining a professional and respectful presence on social media platforms. In alignment with the Abu Dhabi Department of Education and Knowledge (ADEK) Digital Policy, the following guidelines are established to govern content creation, language use, and engagement with other accounts on the academy's official social media channels.

Content Guidelines

- **Accuracy and Relevance:** All content shared on the academy's social media platforms must be accurate, relevant, and reflective of the school's mission and values
- **Cultural Sensitivity:** Content must respect the cultural norms and values of the UAE, avoiding any material that could be considered offensive or inappropriate
- **Privacy Considerations:** Before posting images, videos, or personal information of students, staff, or parents, obtain explicit written consent in accordance with the academy's Digital Media Policy
- **Educational Value:** Prioritize content that supports educational development, showcases student achievements, and promotes school events and initiatives

Language Use

- **Professional Tone:** Use clear, concise, and professional language in all communications
- **Respectful Communication:** Avoid language that could be perceived as discriminatory, defamatory, or inflammatory
- **Inclusive Language:** Ensure that language used is inclusive and considerate of all members of the school community

Engagement with Other Accounts

- **Official Interactions:** Engage with other educational institutions, official organisations, and community partners in a manner that reflects the academy's values and professionalism
- **Moderation of Comments:** Monitor interactions on the academy's social media platforms regularly. Remove any content or comments that violate the academy's standards or ADEK's policies
- **Conflict Avoidance:** Refrain from engaging in public disputes or negative interactions. Address concerns or criticisms through appropriate, private channels

Conditions Regarding the Use of Students Names, Photos and Videos aligned with the Digital Media Policy

Mamoura British Academy is committed to safeguarding student privacy and ensuring the responsible use of digital media in alignment with the Abu Dhabi Department of Education and Knowledge (ADEK) Digital Policy and the academy's Digital Media Policy. The following conditions outline the guidelines for the use of students' names, photos, and videos on official school social media channels and other digital platforms.

Parental Consent

- The school must obtain written consent from parents or legal guardians before using any student's name, photograph, or video on social media, websites, newsletters, or promotional materials
- Consent will be collected as part of the school enrollment process and renewed annually
- Parents have the right to withdraw consent at any time by submitting a written request to the school's administration

Privacy and Data Protection

- Only first names may be used when referring to students in social media posts or digital content, unless explicit parental consent is provided for the use of full names
- Photos and videos should be carefully selected to ensure they do not compromise student safety or privacy, such as revealing personal information or locations
- Images and videos must be stored securely and accessed only by authorised staff members before publication

Appropriate and Respectful Use

- Content must uphold cultural values and sensitivity, ensuring students are presented in a respectful, professional, and appropriate manner
- The use of filters, edits, or manipulations that misrepresent a student's appearance or actions is prohibited
- No content should be shared that could be deemed embarrassing, inappropriate, or harmful to a student's well-being

Platform-Specific Guidelines

- Student images and videos should only be posted on official, school-approved social media accounts managed by authorised personnel
- Sharing student-related content on personal staff or parent social media accounts is strictly prohibited
- Live streaming of students must be pre-approved by school leadership and adhere to ADEK guidelines

Monitoring and Compliance

- The school's Communications Team and IT Department will regularly monitor posted content to ensure compliance with this policy
- Any breach or misuse of student images or videos must be reported immediately to the Principal and IT Department for investigation and corrective action
- Non-compliance with this policy may result in disciplinary actions in accordance with school regulations and ADEK's Digital Policy

Guidelines When Using Social Media

- **Personal Responsibility:** Users are responsible for the content they publish online. Carefully consider how posts may be perceived by others.
- **Privacy Protection:** Do not share personal information, including addresses, phone numbers, or any other sensitive data, of yourself or others without explicit consent
- **Respectful Communication:** Engage in respectful and considerate communication. Avoid posting content that is obscene, defamatory, threatening, harassing, or discriminatory
- **Academic Integrity:** Do not post or share content that could be considered as academic misconduct, such as plagiarism or sharing unauthorised materials
- **Use of School Identity:** Do not use the school's name, logo, or any official branding without prior authorisation. Ensure that any representation of the school on social media aligns with the Academy's values and standards
- **Compliance with Laws:** Adhere to all applicable laws and regulations, including copyright and intellectual property rights

Monitoring and Enforcement

Mamoura British Academy reserves the right to monitor social media activities to ensure compliance with this policy. Any violations may result in disciplinary action, which could include suspension, expulsion, or termination of employment, depending on the severity of the offense.

The moderators of MBA social media are:

- School Public Relations Executive (PRE)
- Aldar HQ

Moderator/s, supported by the leadership team, are tasked with:

1. **Pre-approval and Content Removal:** Moderators are tasked with pre-approving or removing content posted by other users on the school's social media pages. They must ensure that the content aligns with the Aldar Education guidelines.
2. **Handling Inappropriate Content:** Moderators should reject or remove content that is inappropriate, not consistent with UAE cultural values, or that constitutes bullying, harassment, discrimination, or intimidation. This is in line with both the ADEK School Values and Ethics Policy and the ADEK School Cultural Consideration Policy.
3. **Managing Engagement:** They are also responsible for managing third-party content that appears on the school's social media, which includes addressing issues such as trolling and disrespectful comments.
4. **Monitoring Compliance:** Moderators must regularly monitor all social media communications to ensure that they comply with the overall policy requirements, maintaining the integrity and appropriate use of the school's digital presence.

Education and Support

In line with ADEK's Digital Policy, the Academy will provide ongoing education and resources to students, staff, and parents about responsible social media use. This includes workshops, seminars, and access to relevant materials to promote digital literacy and safety.

Personal Social Media Accounts for Staff

Staff members are authorised to create and maintain personal social media accounts. However, they must not use school-issued email addresses for this purpose

In relation to these accounts staff members are advised to ensure:

- Privacy Settings: It is recommended that staff use the tightest possible privacy settings to protect their personal information
- School Association: Staff should not identify themselves as being associated with the school on personal accounts, except on professional platforms like LinkedIn

Connections with Students:

- Staff must not accept friend requests or connection invitations from current or former students under the age of 18, nor send such requests
- They should also refrain from accepting invitations from the parents of current students
- Communication Restrictions: Communication through personal accounts with current students, their parents, or former students under the age of 18 is prohibited. This includes messaging applications like WhatsApp
- Public Visibility: Staff should assume that content posted on their personal accounts is publicly visible and searchable, regardless of their privacy settings, and should exercise appropriate discretion
- Content Appropriateness: All content shared through personal accounts must be appropriate and align with the ADEK School Cultural Consideration Policy, ensuring it does not constitute bullying, harassment, discrimination, or intimidation as per the ADEK School Values and Ethics Policy.
- Confidential Information: No confidential information relating to the school should be shared on personal accounts

School Website

Mamoura British Academy maintains a dedicated website which is kept up to date with relevant information and serves as a reference for members of our community. This website is maintained and moderated by Aldar Education. The following information is published on the website:

- Contact information
- Services provided by the school
- Fees, including transportation fees and fees for optional activities
- Inspection reports
- Aggregate student achievement data or individual achievements (with consent)
- Public versions of the annual report, in accordance with the ADEK School Reporting Policy
- School policies relevant to parents and/or students and mandated by ADEK

Review and Updates

This policy will be reviewed on a bi annual basis to ensure it remains current with emerging technologies and social media trends. Updates will be communicated to all members of the school community as and when required.

By adhering to this Social Media Policy, Mamoura British Academy strives to create a supportive and secure digital environment that reflects our commitment to excellence and the well-being of our community.