



Social Media Policy

2024-2025

Introduction

Al Resalah American International School (RAIS) recognizes the power and importance of social media as a communication tool. This policy outlines the responsible use of social media by students, faculty, staff, and administrators (collectively, "Users") in connection with RAIS.

General Guidelines

- **Upholding RAIS Values:** All social media activity related to RAIS should uphold the School's vision, mission, values, and ethical principles. This includes promoting a positive and respectful online environment.
- **Privacy:** Users should be mindful of privacy settings and avoid posting personal information about themselves or others.
- **Accuracy:** Ensure the information posted about RAIS is accurate and reflects the School's official communication channels.
- **Confidentiality:** Do not share confidential information about the School, students, or staff on social media.
- **Copyright:** Respect copyright laws and obtain permission before sharing content that does not belong to you.
- **Professionalism:** Maintain a professional demeanor when referencing RAIS or colleagues on social media.
- **Cyberbullying:** Harassment, bullying, or defamation of others through social media is strictly prohibited.

Specific User Groups

- **Parents and Students:**
 - Parents and students are encouraged to engage with RAIS social media accounts in a positive and respectful manner.
 - Parents and students should avoid posting content that could be disruptive to the school environment or reflect poorly on RAIS.
 - Parents/guardians are encouraged to monitor their children's social media activity.
- **Faculty & Staff:**

- Faculty and staff are encouraged to follow RAIS on social media for official updates and announcements.
- When referencing RAIS on personal social media accounts, faculty and staff should clarify that the views expressed are their own and not necessarily those of the School.
- Faculty and staff should refrain from posting confidential information or student details.
- **Administration:**
 - The School administration will utilize official RAIS social media accounts to share news, announcements, and updates with the school community.
 - The administration reserves the right to remove inappropriate content posted on official RAIS social media pages.

Reporting Violations of this Social Media Policy

RAIS takes violations of this Social Media Policy seriously. If you encounter inappropriate content or behavior on social media related to RAIS, we encourage you to report it promptly.

Here's how to report a violation:

- **Students:** Students should report any concerns to a trusted adult, such as a teacher, counselor, or administrator. Reports can be made verbally or in writing.
- **Faculty & Staff:** Faculty and staff can report violations to their department head, principal, or another member of the School administration. Reports can be made verbally, in writing, or through an anonymous reporting system.
- **Parents & Community Members:** Parents and community members can report concerns directly to the School administration by email at [alresalahamerican-psch@spea.shj.ae] or by phone at [065744400].

What to Include in Your Report:

- A clear description of the inappropriate content or behavior.
- Include details such as the platform (e.g., Facebook, Twitter), and specific examples of the violation.
- If possible, provide screenshots or links to the offending content.

- Your name and contact information (optional, but helpful for follow-up).

Investigation and Response:

The School administration will investigate all reported violations promptly and thoroughly. Depending on the nature of the violation, disciplinary action may be taken up to and including termination of employment or expulsion from school. The administration will take appropriate steps to address the situation and ensure a safe and respectful online environment for the RAIS community.

Confidentiality:

RAIS will maintain confidentiality to the extent possible when investigating reported violations. However, please be aware that complete anonymity may not always be guaranteed during the investigation process.

Social Media Accounts Management: Official RAIS Social Media Accounts

Al Resalah American International School (RAIS) maintains official social media accounts on platforms such as, Facebook and Instagram. These accounts are used to share news, announcements, school events, and updates with the RAIS community, including students, parents, faculty, staff, and alumni.

Management

- A designated team will be responsible for managing the official RAIS social media accounts. This team will likely consist of members from the School Administration, Public Relations Department, and potentially faculty with relevant experience.
- The team will establish a clear posting schedule to ensure consistent updates and engagement with the community.
- Content will be reviewed and approved by a designated member of the team before publication.

Content Guidelines

- All content posted on official RAIS social media accounts will be aligned with the School's mission, values, and communication strategy.

- Content will be informative, engaging, and positive, reflecting the vibrant school environment.
- A variety of content formats can be used, including text, images, videos, and links to official RAIS resources.
- The School reserves the right to remove inappropriate comments or posts on official accounts.

Community Engagement

- Official RAIS social media accounts encourage interaction and feedback from the community.
- The designated team will monitor comments and messages and respond in a timely and professional manner.
- Social media can be used to promote school events, celebrate student achievements, and share stories about the RAIS community.

Social Media Training

Al Resalah American International School (RAIS) recognizes the importance of digital citizenship and responsible social media use. To empower Users with the knowledge and skills for positive online engagement, RAIS may consider offering social media training sessions.

Training Topics:

- **Understanding Social Media Platforms:** This session would explore the different social media platforms and their functionalities.
- **Cyberbullying and Online Safety:** Training would focus on recognizing and preventing cyberbullying, promoting online safety practices, and responsible online behavior.
- **Digital Citizenship:** This session would delve into the concept of digital citizenship, including responsible online communication, ethical use of technology, and building a positive online reputation.
- **Privacy Settings and Security:** Training would provide guidance on managing privacy settings, protecting personal information online, and avoiding online scams.

- **Social Media for Educators:** This tailored session could equip faculty and staff with strategies for using social media for educational purposes while maintaining professionalism and student privacy.

Target Audience:

The training sessions could be targeted towards different user groups within RAIS:

- **Students:** Sessions focused on online safety, responsible social media use, and cyberbullying prevention.
- **Faculty & Staff:** Training on using social media for educational purposes while maintaining professionalism and student privacy.
- **Parents & Community Members:** Sessions on understanding social media platforms and keeping their children safe online.

Delivery Format:

The training could be offered in various formats to best suit the needs of the users:

- **Workshops:** Interactive workshops led by social media experts or school personnel.
- **Online Modules:** Self-paced online modules accessible through the School learning platform.
- **Guest Speakers:** Inviting social media safety experts or educators to speak at school assemblies or events.

Personal vs. Professional Accounts

The line between personal and professional lives can sometimes blur. Here's how to navigate social media use when referencing RAIS:

Faculty, Staff, and Administration:

- **Personal Accounts:**
 - When mentioning RAIS on personal accounts, clearly state the views expressed are your own and not necessarily those of the School.

- Avoid sharing confidential information or student details.
- Mentioning your affiliation with RAIS is acceptable, as long as the context is positive and professional.
- **Professional Use:**
 - Consider creating separate professional accounts specifically for educational purposes.
 - Use these accounts to share educational resources, promote school events, and connect with colleagues in a professional setting.

General Best Practices:

- **Privacy Settings:** Maintain appropriate privacy settings on all accounts to control who sees your posts.
- **Respectful Tone:** Always maintain a respectful tone when discussing RAIS or colleagues online.
- **Report Concerns:** If you encounter inappropriate content or behavior related to RAIS, report it to the appropriate administrator.

Disclaimer

This policy is intended to provide a general framework for responsible social media use. RAIS reserves the right to interpret and enforce this policy at its discretion. The policy may be reviewed and updated periodically.

Approval and Review	
Review date	May 25th 2024
To be reviewed on:	May 25th 2025
Approved as Policy by:	Principal: Mohannad Al Jayousi 