

Nurture ~ Believe ~ Discover ~ Achieve

At SCS we aim to enable our learners to have success for today
and to be prepared for tomorrow.

نحن في مدرسة الصفا كوميونيتي نسعى الى تأهيل طلابنا للنجاح اليوم وتحضيرهم لمواجهة
المستقبل

Social Media Policy 2024 - 2026

1. Purpose and Scope

This policy sets out the expectations for the professional and responsible use of social media by staff at Safa Community School (SCS). It applies to all employees, contractors, and volunteers, whether engaging in online activity in a professional or personal capacity. The policy aligns with the **SCS Staff Code of Conduct**, UAE laws and cultural norms, international safeguarding standards, and **Keeping Children Safe in Education (KCSIE)** guidance.

2. Guiding Principles

- **Safeguarding First:** The welfare of children is our highest priority. Social media use must never compromise the duty to keep children safe in education.
- **Professional Integrity:** Staff must conduct themselves online in a manner consistent with the SCS Staff Code of Conduct.
- **Respect for UAE Laws and Culture:** Content must always reflect the cultural, religious, and legal framework of the United Arab Emirates.
- **Privacy and Confidentiality:** Staff must not disclose student information, parent details, or internal school matters on personal or public platforms.

3. Safer Recruitment and Pre-Employment Checks

- As part of SCS's safer recruitment process, **pre-employment social media and online presence checks are undertaken** for all shortlisted candidates, in line with KCSIE and UAE safeguarding requirements.
- These checks assess whether applicants demonstrate behaviours consistent with the safeguarding and professional standards expected of SCS staff.
- Any concerns identified through such checks are considered in relation to safeguarding and suitability for employment.
- By accepting a position at SCS, staff agree to ongoing professional responsibility regarding their online conduct.

4. Acceptable Use

Staff may:

- Use official SCS social media platforms to share pre-approved content that promotes the school positively.
- Engage professionally with colleagues, parents, and external stakeholders via official channels.
- Use personal social media for private purposes, provided it does not breach this policy or the Staff Code of Conduct.

5. Prohibited Use

Staff must not:

- **Communicate privately with students** via personal social media accounts or messaging apps.
- Share, comment on, or endorse material that could be considered discriminatory, offensive, or contrary to UAE law, cultural sensitivities, or safeguarding principles.
- Post photos, videos, or references to students, parents, or staff without explicit written consent and approval.
- Make derogatory remarks about SCS, colleagues, or the teaching profession.
- Disclose confidential information about the school, its students, or its operations.

6. Professional Boundaries

- All communication with students and parents must occur via official SCS platforms (school email, approved apps, learning platforms).
- Staff should avoid "friending," "following," or otherwise connecting with students and parents on personal accounts.
- If a student contacts staff through personal social media, the communication must not be continued, and the matter should be redirected to official school channels.

7. Safeguarding and Reporting

- Any safeguarding concerns raised by social media content (e.g., inappropriate contact, concerning online activity) must be reported immediately to the Designated Safeguarding Lead (DSL).
- Failure to comply with this policy will be considered a breach of both safeguarding responsibilities and the **SCS Staff Code of Conduct**, and may result in disciplinary action up to and including termination.

8. Personal Responsibility

- Staff are personally responsible for the content they post online, including on private accounts.
- Anonymity or pseudonyms do not exempt staff from responsibility under this policy.
- Staff are encouraged to regularly review privacy settings to maintain a clear boundary between personal and professional online activity.

9. Monitoring and Review

- SCS reserves the right to review publicly available online content where staff are identifiable as employees of the school.
- This policy will be reviewed annually to ensure it reflects **KCSIE updates**, evolving safeguarding guidance, and changes in UAE legislation.

Cross-References:

- This policy should be read alongside the **SCS Staff Code of Conduct**, the **Safeguarding and Child Protection Policy**, and safer recruitment guidelines.
- Breaches of this policy are breaches of safeguarding duties, the Code of Conduct, and could impact an individual's ongoing suitability to work with children.