



Russian International School

2026 – 2027 academic year

Social Media School Policy

1. Purpose

The purpose of this policy is to ensure that social media and online communication are used responsibly, respectfully and safely by students, parents, staff and other members of the school community.

The policy applies to social media platforms, messaging applications, online forums and other digital communication channels.

2. Regulatory framework

This Policy shall be implemented in accordance with applicable:

- laws and regulations of the United Arab Emirates;
- laws and regulations applicable in the Emirate of Dubai;
- requirements of the Knowledge and Human Development Authority (KHDA);
- applicable UAE data protection and privacy requirements;
- child protection and safeguarding requirements;
- school policies and procedures;
- employment and professional conduct requirements;
- applicable intellectual property and copyright requirements.

The School may update this Policy when changes occur in the UAE legislation, KHDA requirements or accepted safeguarding and data protection practices.

3. Scope

This Policy applies to:

- all students;
- all parents/guardians;
- all teaching and non-teaching employees;
- School Leadership;
- Governors and Board members;
- volunteers;
- contractors and consultants;
- visitors when using social media in connection with the School;
- individuals managing or contributing to School social media accounts.

The Policy applies to social media platforms and online communication services, including but not limited to:

- Instagram;
- Facebook;
- TikTok;
- YouTube;
- LinkedIn;

- X;
- Snapchat;
- WhatsApp;
- Telegram;
- blogs;
- online forums;
- messaging platforms;
- other current or future social media or online communication platforms.

The Policy applies whether social media is accessed using School-owned or personally owned devices.

4. Guiding principles

All use of social media connected with the School shall be guided by the following principles:

1. Safety comes first.
2. The privacy and dignity of students and adults must be respected.
3. Student safeguarding requirements must always be observed.
4. Confidential information must not be disclosed.
5. Social media communications should be accurate, respectful and professional.
6. Content must comply with applicable UAE laws and regulations.
7. Consent requirements must be respected before publishing identifiable images or information relating to students.
8. Social media must not be used to bully, threaten, harass, intimidate or discriminate against others.
9. School employees must maintain appropriate professional boundaries with students.
10. Official School communications must be authorised.
11. Individuals should assume that online content may become permanent and publicly accessible even when an account is private.

5. Official school social media accounts

The School may maintain official social media accounts for purposes including:

- communicating School news and announcements;
- promoting educational activities;
- celebrating student achievements;
- sharing information about School events;
- communicating with parents/guardians and the wider school community;
- promoting the school's educational programmes and activities;
- providing information about admissions and school events;
- showcasing student work where appropriate and authorised.

Only individuals formally authorised by the Principal or designated School Leadership may create, manage or publish content on an Official School Account. Official School accounts shall be operated in accordance with the School's communication, safeguarding, data protection and media procedures.

6. Authorization of social media content

Content published on behalf of the School must be appropriate, accurate and consistent with the School's values and policies.

The person responsible for publishing content shall ensure, where applicable, that:

- the content has been appropriately reviewed;
- required consent has been obtained;
- photographs and videos are appropriate;
- student information is handled appropriately;
- copyrighted material is used lawfully;
- information is accurate;
- the content does not compromise student safety;
- the content does not disclose confidential information.

The School may establish an internal approval process for sensitive or high-profile content.

7. Parent/guardian consent

Where consent is required for the use of a student's image, video or personal information, the School shall obtain consent through an appropriate process.

Consent may specify:

- the type of content that may be used;
- the purpose of publication;
- the platforms on which content may appear;
- the duration or scope of the consent;
- any applicable restrictions.

Parents/Guardians should notify the School if they wish to withdraw previously provided consent, subject to applicable legal and administrative requirements.

Withdrawal of consent does not necessarily require the School to remove material that has already been lawfully published where removal is not reasonably practicable or where another lawful basis for processing applies.

8. Personal social media use by employees

Employees have the right to maintain personal social media accounts.

However, employees must recognise that their online conduct may affect their professional responsibilities and the reputation of the School.

Employees must:

- maintain appropriate professional standards;
- respect student confidentiality;
- protect School information;
- avoid inappropriate relationships or communications with students;
- comply with safeguarding requirements;
- avoid representing personal opinions as official School positions;
- comply with applicable UAE laws and School policies.

Employees should consider carefully whether content posted on a personal account could reasonably be associated with the School or their professional role.

9. Student use of social media

Students are expected to use social media responsibly and respectfully.

Students must not use social media to:

- bully or harass another student;
- threaten or intimidate another person;
- spread false or malicious information;
- share private or confidential information;
- publish inappropriate images or videos of other students;
- impersonate another person;
- create fake accounts for the purpose of harassment;
- encourage violence or unlawful behaviour;
- engage in discriminatory or hateful conduct;
- damage the reputation of another student or member of staff.

Students must respect the privacy and dignity of others both on and off School premises.

10. Cyberbullying

Cyberbullying and defamation on social media is prohibited.

Cyberbullying includes, but is not limited to:

- repeated abusive messages;
- threats;
- humiliation;
- spreading rumours;
- exclusion from online groups for the purpose of harassment;
- publication of embarrassing images or videos;
- impersonation;
- creation of fake profiles;
- sharing private information without permission;
- encouraging others to target an individual online.

Where cyberbullying affects the safety, wellbeing or educational environment of a student, the School may investigate and take appropriate action in accordance with the School's Behaviour and Anti-Bullying Policies.

Where necessary, the School may involve parents/guardians and appropriate external authorities.

11. Breaches of this policy

A breach of this Policy may result in an appropriate action in accordance with the School's applicable policies and procedures.

For employees, consequences may include:

- informal guidance;
- formal warning;

- disciplinary action;
- restriction or removal of access to School social media accounts;
- other action permitted under applicable employment procedures and law.

For students, consequences may include:

- educational intervention;
- parental/guardian notification;
- behavioural sanctions;
- restrictions on access to School technology;
- disciplinary action under the School's Behaviour and Anti-Bullying Policies;
- referral to appropriate external authorities where required.

For parents/guardians or other members of the School community, the School may take appropriate action in accordance with its procedures and applicable law.

Serious incidents may be referred to relevant authorities where required or appropriate.

12. Policy review

This Policy shall be reviewed annually or whenever there is a significant change to:

- UAE legislation;
- Dubai regulations;
- KHDA requirements;
- data protection requirements;
- safeguarding guidance;
- social media technology;
- the School's communication practices.

The School may amend this Policy at any time where necessary to protect students, staff or the school community or to ensure regulatory compliance.

Marina Khalikova

Principal

Russian International School


