LITTLE FLOWER ENGLISH SCHOOL DUBAI

SOCIAL MEDIA POLICY

This policy & procedures are reviewed annually to ensure compliance with current regulations.

Approved/ Reviewed by	
Policy Lead	MS. ANNIE MATHEW
Role	PRINCIPAL
Date of review	18-03-2025
Date of next review	18-03-2026
Signature	

Social Media Policy

Purpose and Scope

At LFES, we recognize that social media is an integral part of modern communication and learning. Platforms such as blogs, networking sites, messaging apps, and other online tools offer opportunities to share knowledge, collaborate, and connect. At the same time, they also carry responsibilities.

This policy establishes expectations for students, staff, and parents regarding responsible use of social media in both professional and personal contexts. The guiding principles are respect, accountability, integrity, safeguarding, and compliance with UAE laws and educational authority standards (KHDA and MoE).

General Principles

- Every online interaction reflects not only on the individual but also on the LFES community.
- Information shared online is often permanent and may reach far wider audiences than intended.
- All social media activity related to LFES must align with the school's ethos, safeguarding commitments, KHDA well-being standards, and MoE professional code of conduct.
- Defamation, misuse, or dissemination of false or harmful information about the school, its staff, students, or parents is strictly prohibited under UAE Cybercrime Law (Federal Decree-Law No. 34 of 2021) and may result in disciplinary and/or legal action.
- Violations of this policy will be dealt with in line with school procedures and applicable UAE regulations.

Guidelines for Students

Students are expected to demonstrate maturity and responsibility when engaging with social media. Misuse can impact their reputation, safety, and future opportunities.

- Think before posting: Content must always be respectful, accurate, and appropriate.
- Protect your digital footprint: Universities and employers often review online presence.
- Respect privacy: Do not share personal details such as addresses, phone numbers, or birthdates.
- No defamation: Posting, sharing, or endorsing content that damages the reputation of LFES, staff, or peers is prohibited and may be reported under UAE Cybercrime Law.
- Responsible interaction: Cyberbullying, impersonation, offensive or threatening content will not be tolerated.
- Use discretion: Accept friend/follow requests only from known individuals and adjust privacy settings accordingly.

- Account security: Safeguard passwords and never share them.
- School-related content: LFES may require removal of unauthorized images, videos, or content.

Guidelines for Parents

Parents play an essential role in fostering safe digital environments. Social media should be used to support learning, collaboration, and respectful communication.

- Teachers will inform parents before involving students in classroom projects using social media.
- Parents must not post, share, or circulate confidential school information or student data.
- Defamation or circulation of false statements about LFES, staff, or students on social media is strictly forbidden and may result in legal action under UAE law.
- Parents are encouraged to participate constructively in official school platforms.
- Parents should refrain from creating or spreading unofficial WhatsApp groups or online platforms in the school's name.

Guidelines for Staff

As ambassadors of LFES, staff members must uphold the highest professional and ethical standards online.

- Professional integrity: Maintain honesty, respect, and courtesy in all online interactions.
- Clear boundaries: Personal opinions must be stated as such and not attributed to LFES.
- Confidentiality: Sharing student or staff information without consent is prohibited.
- No defamation: Employees must not post or engage in content that could harm the reputation of LFES, colleagues, students, or parents. Breaches may result in disciplinary action or referral under KHDA/MoE professional standards and UAE Cybercrime Law.
- Professional conduct: What is unacceptable in the classroom remains unacceptable online.
- Personal discretion: Avoid posting photos, comments, or media that compromise professionalism or could reflect poorly on the school.

WhatsApp Communication

- The official LFES WhatsApp groups are the only recognized digital channels for school-parent communication solely for broadcasting messages from school to parents.
- LFES does not monitor, endorse, or accept responsibility for unofficial parent or student WhatsApp groups.
- Any official updates will be communicated only through school-approved platforms.

Identity and Online Profiles

- Employees must ensure that online profiles, avatars, and posts reflect professionalism.
- Personal details (e.g., full names, addresses, phone numbers) should not appear on student-accessible platforms.
- Online representation must mirror the dignity, respect, and professionalism expected within LFES.

Monitoring, Compliance, and Review

This policy has been approved by LFES leadership and aligns with KHDA guidelines, MoE standards, and UAE Cybercrime Law.

Breaches—including defamatory posts, cyberbullying, or privacy violations—will be investigated in line with school policies and may result in disciplinary, KHDA/MoE referral, or legal action.

The policy will be reviewed annually to remain current with legal, regulatory, and educational requirements.