REPTON
AL BARSHA

Social Media Policy

DOCUMENT CONTROL			
Document title	Social Media Policy	**Reference**	RAB-PAS-019
Owner	Deputy Head Pastoral	**Approved by**	Principal, on behalf of SLT
Date reviewed	August 2026	**Next review**	August 2027
Status	School policy — Cognita Group requirement	**Applies to**	All staff, pupils and parents using personal or school social media accounts
Related documents	Internet Safety; Friends of Repton WhatsApp Guidelines; Parent Code of Conduct; Staff Code of Conduct; Anti-Bullying; Safeguarding Policy		
Regulatory framework	KHDA regulations; UAE Federal Decree-Law No. 34 of 2021 (Countering Rumours and Cybercrimes); UAE Federal Decree-Law No. 45 of 2021 (Personal Data Protection); Cognita Safeguarding Standards		

(1) Scope of this policy

Social media presents many opportunities for both schools and individuals to communicate with new and existing audiences. Whilst recognising the benefits of social media, this policy sets out the expectations that all Repton Al Barsha staff, children and parents are expected to follow when using personal or school accounts. This will help the school to embrace technology whilst at the same time prioritising the safeguarding of children.

(2) Principles

2.1 Repton Al Barsha endeavours to adopt a common-sense pragmatic approach to the use of social media

2.2 Everyone should be aware of their digital footprint and how they can protect their identity online

2.3 As a school community we need to ensure that communication is polite, respectful and presents the school in a positive light

2.4 It is essential that our top priority remains the safeguarding of children

(3) Expectations

3.1 This policy is for all members of the school community

3.1.1 Content should not be published by staff, children or parents, on any social network, personal or school sanctioned, that could bring Repton Al Barsha into disrepute.

3.2 Social Media and Education

3.2.1 Staff members, who wish to use social media accounts for educational purposes should ensure these have been authorised by the Principal.

3.2.2 Staff who use social media must only use them to communicate with a group. For example, a teacher might set up a group for a class on Showbie. A teacher should never communicate with children on social media.

3.3 Use of Student Images on Social Media

3.3.1 When using school sanctioned school accounts, staff should ensure they only publish images when parental permission has been granted. **Children's surnames should not be included in any comments, messages or posts.**

3.3.2 The School will minimise the risk to children of putting images of children on Social Media through the following steps:

a) Staff should avoid displaying images of young children in swimwear etc.
b) Staff must only refer to children using their first name. **Their surname is not to be used.**
c) Staff may take photographs of children for use on social media (recommended on their school iPad) so long as they don't store them on their personal phones or devices – i.e. the image must be uploaded to a school device and deleted from personal devices within 24 hours and must not be distributed to anyone outside the organisation. It is not appropriate to share images of children on WhatsApp.

3.4 Social Media and Communication between Staff and Children:

3.4.1 With the exception of those staff who have family who are in the school, **all staff must not enter into personal communications with children** (i.e. 'direct message' children) using social media accounts. The following is not a fully comprehensive list (because the nature of social media is that new networks and platforms come in and out of fashion); however, staff should apply these principles to other social media networks and platforms:

(a) Staff should not be 'friends' with children on Facebook or Instagram
(b) Staff should not follow individual children on Twitter, TikTok or Snapchat etc.
(c) Staff should not use Snapchat with children
(d) Staff should not WhatsApp Children
(e) Staff should report any private or public messages sent to them by children or parents outside of school

3.4.2 The only acceptable channels of personal communication between staff and children are those set up by Repton Al Barsha, where the school reserves the right to monitor communication (and thus protect staff from allegations)

3.5 Parent & Student Expectations of Social Media Use

3.5.1 Parents and children in and across all year groups using any social media forum must, at all times, demonstrate respect for the members of the school community, including all children and personnel.

3.5.2 Parents and children must not breach confidentiality, defame the school or its staff or make threats to any person within the school community;

3.5.3 Instances of proven and intentional breach of the above will result in sanctions that may include suspension from the school or refusal to re-enrol the Student for the next academic year (as per the KHDA contract); staff members also have the right to inform the police where they have been subjected to public defamation of character.

3.6 Appropriate Age for Social Media Accounts

3.6.1 In accordance with the terms and conditions of many popular social networks (e.g. Facebook), Repton Al Barsha recommends that no children, under the age of 13, should have publicly visible social media accounts

(4) The School Network – Which Social media sites are accessible?

4.1 Parents should be aware that smartphones are not permissible for children in the Junior School because:

4.1.1 Giving children Smartphones with 3G/4G capability is to give them unrestricted access to the Internet.

4.1.2 Any measures that Repton Al Barsha takes to reduce access to Social Media sites though Web filtering its Internet access can be negated by Smartphone Internet access through 3G/4G.

4.2.1 The school blocks Social Media sites (such as Facebook, Instagram and Snapchat) on the WIFI network that is accessible to children because they are below the legal age required for such accounts.

The School does not block **YouTube** but it is carefully monitored**. Access is** supervised through Apple Classroom during the school day and the internet is only used as part of lessons to enhance the learning of children.

(5) HELP AND SUPPORT

Additional help and support on how to apply privacy settings on popular social media sites for your devices at home:
https://help.instagram.com/116024195217477/
https://www.facebook.com/help/325807937506242/
https://support.snapchat.com/a/privacy-settings
https://support.google.com/youtube/answer/157177?hl=en
https://support.tiktok.com/en/account-and-privacy/account-privacy-settings/video-visibility