REPTON
AL BARSHA

Social Media Usage for Parents

DOCUMENT CONTROL			
Document title	Social Media Usage for Parents	**Reference**	RAB-PAS-020
Owner	Deputy Head Pastoral	**Approved by**	Principal, on behalf of SLT
Date reviewed	August 2026	**Next review**	August 2027
Status	Guidance — parent-facing	**Applies to**	All parents and carers using social media in connection with the school
Related documents	Social Media; Internet Safety; Friends of Repton WhatsApp Guidelines; Parent Code of Conduct; Parent Communication		
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		



Rationale:

Parents are asked to be a positive role model for their children by demonstrating respectful and responsible behaviour when communicating with and about Repton Al Barsha online.

A few years ago, parents discussed concerns or issues with friends at the school gate. Today, with the internet, mobile phones and social media, discussions between you and your friends can reach a far wider audience than ever before.

Social media can provide an enjoyable way to socialise online and keep you connected with what is going on in your school community. While these technologies can be great for sharing ideas and keeping in touch, don't forget that comments about your school community can have a greater impact than expected and can have very real consequences for the reputations of individuals including teachers, other parents, students and yourself.

As a parent and carer, you are your child's first role model when it comes to online behaviour. Make sure your online conduct demonstrates how they can use social media respectfully and safely.

Here in the UAE there are also serious legal implications around what people are able to post and share about others. The idea of privacy in the online world can be confusing but essentially posting or sharing personal information about another person online requires consent.

REPTON
AL BARSHA

Maintaining positive and respectful online communication

Avoid posting negative comments that identify your school or individuals.
If you have a concern, rather than go online, speak directly to your child's teacher, Head of Year or a member of the Senior Leadership Team.

Remember:

1. Be aware of what you are sharing and with whom
2. Serious instances of inappropriate online behaviour will constitute a criminal offence and will become a police matter
3. School staff may obtain personal legal advice if they feel that online content seriously impacts their reputation
4. Try not to be emotive or hasty - keep your comments calm and polite
5. Before you post something online about your child's school ask yourself:
    - Am I being a good role model for my child?
    - Will this information reflect badly on me?
    - Does the school community or individual really need to know this information?
    - Is this information relevant, helpful and positive?
    - Will this information upset or embarrass the school community or an individual?
    - Am I making a situation worse?
6. If things do get heated online consider logging out and taking time to relax

If you encounter inappropriate content online

- Refrain from responding
- Take a screen capture or print a copy of the concerning online content
- Block the offending user
- If the inappropriate or negative comments are in regards to your child's school or members of the school community you should also contact the Principal
- Report the content to the social media provider e.g. Facebook, and they will remove the offensive posts
- Remember that the legal implications around sharing personal information also applies to images and video presented online
- As the parent/carer of your child, you have the right to choose who sees your child's personal information, including their image online. You also have a responsibility to not share the personal details of other children
- If you upload photos on social media of school events, be aware of who is in the background. Some parents/carers do not want themselves or their children on social media
- It is recommended that you never tag a child's image with any personal information. If your child's personal information or image has been shared on social media without your consent you can request its removal by contacting the provider
- Please consult the Social Media Policy, RAB-PAS-019, for further information