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OUR VISION

Educate Enlighten Empower

SOCIAL MEDIA POLICY





SHARJAH INDIAN SCHOOL

SOCIAL MEDIA POLICY

1. Purpose

This Social Media Policy provides guidelines for the appropriate use of social media platforms by employees and representatives of Sharjah Indian School. The intent of this Policy is to protect our organization's reputation, promote consistency across our communication channels, and outline the professional responsibilities of our employees and students when using social media.

2. Scope

This Policy applies to all employees, students and other individuals who represent Sharjah Indian School, both within and outside school.

3. Definition

Social media refers to online tools and services that allow any Internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves. Social media allows those with common interests to share content easily, expanding the reach of their ideas and work. It encompasses online electronic tools that help the school community to communicate effectively. Specific examples of popular social media tools include image sharing (Flickr, Picasa, Photobucket), video sharing (YouTube, MyDSD, Ustream), Social networking (Facebook or Twitter), Instagram blogs (DSD Blogs, blogger, blogspot), wikis, discussion among others

4. Policy

4.1 All official use of social media on behalf of Sharjah Indian School must be approved by prior to posting.

4.2 Employees and students are expected to adhere to the same standards of conduct online as they would offline. This includes adherence to our Code of Conduct, Behavioural Policy, and all other internal policies.

4.3 Any use of Sharjah Indian School's name, logos, or other brand materials must be approved by Management .

4.4 Confidential information, including proprietary data or personal details of students or employees, should never be shared on social media.

5.Students: Social Media Guidelines

5.1 Students are expected to act responsibly and be accountable for their actions and always maintain high standards associated with the Indian Academy brand.

5.2 Parents and teachers alike are expected to constantly monitor student's activities in accordance with the regulatory school Code of Conduct and ethics and applicable regulations.

5.3 Cyberbullying is considered an act of harassment, refrain from any conduct that may be deemed bullying or harassment as it is punishable by law.

5.4 Students are made to understand the copyright law, fair use act and creative commons while they use and share content.

5.5 Students must take care of technology equipment and explore appropriate and safe sites for research and learning. Your online behavior should reflect the same standards of honesty, respect, and consideration.

5.6 Blogs, wikis and podcasts etc. are considered an extension of the classroom. The general classroom guidelines are applicable, and students be guided by such. What is inappropriate in the classroom should be deemed inappropriate on social media o maintain a safe and productive learning environment.

5.7Ask permission before posting pictures or videos of others. Maintain consistent, acceptable behavior online and offline.

5.8 Students learn that self- image is important and how their future career/ higher educational perspectives look up candidates' social media accounts to see how they represent themselves in public

6. Personal Use of Social Media by employees

6.1 Employees are permitted to associate themselves with Sharjah Indian School when posting on their personal social media accounts, but they must clearly brand their online posts as personal and purely their own.

6.2 Any content that may be perceived as potentially defamatory, damaging, or negative toward Sharjah Indian School should not be posted on personal or professional social media accounts.

6.3 Employees must ensure that their social media activity does not interfere with their work commitments or productivity.

7. Consequences for Inappropriate Use of Social Media

7.1 Any violation of this policy may lead to disciplinary action, up to and including termination of employment or dismissal of student.

7.2 Legal consequences may also apply if employees engage in activities that are illegal, defamatory, or violate the rights of others.

8. Reporting

Employees/students should report any concerns or violations of this policy to authorities

9. Review and Amendment of the Policy

This Policy will be reviewed and updated as necessary to ensure its effectiveness and alignment with Sharjah Indian School's strategic objectives.

By using social media in relation to Sharjah Indian School, you agree to abide by this Policy.

10. Conclusion

This social media policy has been designed to promote productive, respectful, and legal use of social media within Sharjah Indian School. It serves to protect the

organization's reputation, uphold our values, and comply with all relevant laws and regulations.

Compliance with this policy is mandatory for all employees, contractors, and representatives of Sharjah Indian School. Violations will not be taken lightly and may lead to disciplinary actions, up to and including termination of employment.