



مدرسة الدوحة البريطانية  
DOHA BRITISH SCHOOL

# Social Media Policy



Last Review: September 2021

Next Review: June 2022

Reviewer: Policy Committee





## 1. Purpose

This policy aims to provide a description of how DBS social media accounts and respective groups work with respect to:

- Access to, generation of, and modification of, content
- The data and privacy of employees, students and social media users
- The acceptable use of social media
- Sanctions for unacceptable use
- Maintaining the good reputation of the Schools.

The policy aims to make DBS' brand more transparent and accessible to DBS parents and the wider community by making its social media accounts legitimate through the uniform, effective running and management of social media accounts.

## 2. Scope

This policy applies to all users of social media, including:

1. those acting on behalf of the school
2. those using social media as part of their work directly with pupils
3. users in their personal lives

## 3. Definitions and Abbreviations

SM or SOCIAL MEDIA	Is, for the purpose of this document, any tool (be it website or application) or service that enables users to create and share content or to participate in social networking. Examples of SM platforms include but are not limited to: Facebook®, Twitter, LinkedIn®, YouTube™, Flickr™, Instagram, Snapchat, in addition to blogs and wikis, and other platforms that permit employees to share DBS information with its users.
LIVESTREAM	The real-time posting and updating of content (images, video and text) that is broadcast over social media and to which users can react by posting comments.
USER	A member of staff, student or the public who makes use of a DBS social media platform by posting or viewing content.
MODERATOR	A written list of Senior Leadership Team, Deputy Heads, Assistant Head Teachers, Subject Leaders and IB/AS Coordinators agreed annually, who are responsible for a) posting content to social media and b) for moderating closed groups.
ADMINISTRATOR	Marketing Executive or SLT member with access to passwords for social media, who is accountable for school content on all social media.

## 4. Policy Statement

Doha British Schools maintains an active profile on social media platforms. DBS maintains a presence on these platforms in order to:

- Improve communications with each DBS campus' community
- Publicise events such as school trips



- Celebrate successes and the achievements of students
- Extend its reach and reputation further into the school community.

DBS and third party user content and interactions on social media shall as far as reasonably possible be courteous, appropriate, legally acceptable and professional, and designed to enhance the reputation of the school.

Individuals (students, staff and visitors to DBS) will often maintain their own personal social media profiles. The official social media profiles of the school and the individual profiles of staff and students can 'cross over' as this interaction takes place. DBS policy is that, as far as possible, posts by staff and students about any aspect of school life take place on official DBS platforms, and that a recognisable separation of school content and personal content is maintained. For example, teachers are encouraged not to add students as 'friends' on their personal or on any official accounts.

Access to, and the generation of, and the modification of, content, is governed by rules. See the 'DBS Social Media Procedures', the work flow charts and the list of platforms and password access for these rules.

The data and privacy of employees, students and social media users is important and is regulated by law. Doha British School recognises the importance of monitoring the personal data that is held on staff and students in electronic form. Regarding the display of users' personal information on social media, through images or the use of names, the designated DBS Administrator will regularly check the records of those Users who have refused permission to have their personal data used within the school, in line with the DBS data protection policy; and will amend any posts, images or video that contains these names or images in line with the User's wishes.

There are times when the management of content on social media demands active management intervention, such as when the reputation of the school is likely to be affected. DBS reserves the right to remove posts deemed by the Senior Leadership team and the Marketing Executive to cross the boundary between personal and professional use; to be offensive; to be of a negative nature that affects the reputation of the schools; or to lead to a thread or online conversations that negatively affect the schools. Users who have a complaint about the school that is broadcast over Livestream will be subject to the normal complaints procedures applicable at DBS.

## 5. Sanctions for unacceptable use

Maintaining the good reputation of the Schools is important, and Users, Moderators and Administrators should be aware of these Procedures before they engage with social media.

DBS regards the unacceptable use of social media by staff or students as a serious disciplinary offence, and the SLT will take appropriate action to remove posts and to sanction individuals or groups who use social media in a manner that the SLT considers to be inappropriate or unacceptable. The SLT will have discretion over what is considered as inappropriate or unacceptable in each individual instance.

The Principal, Marketing Executive and Artan Director of Education can remove the content of posts or hide posts if they deem them unacceptable or of risk to the school.

Where necessary, incidents of a sufficiently serious nature can be escalated to Artan Management (the Director of Education, or Human Resources, for example).



## 6. Related Policies and Procedures

- DBS Social Media Procedures
- DBS Account Group members and Password List
- DBS Data Privacy Policy
- Social Media Work Flows diagram
- DBS Safeguarding policies



Thank you