



AUSTRALIAN SCHOOL OF ABU DHABI

DIGITAL & SOCIAL MEDIA POLICY

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1. SCHOOL VISION

Australian School of Abu Dhabi (ASAD) fosters globally minded graduates through inclusive education, nurturing a sense of belonging, understanding, and respect. We empower students with skills, empathy, and awareness to contribute locally and globally.

2. SCHOOL MISSION

Australian School of Abu Dhabi (ASAD) provides a diverse curriculum with global perspectives to all students. We foster inclusion, embrace diversity, promote understanding, and empower students to excel academically and socially. Our commitment to inclusivity ensures every student feels valued and supported.

3. INTRODUCTION

Australian School of Abu Dhabi (ASAD) recognises that digital and social media are important tools for communication, learning, engagement and community building. When used appropriately, these platforms support transparency, celebrate student achievement and strengthen relationships with the school community.

As an International Baccalaureate (IB) World School operating under the oversight of the Abu Dhabi Department of Education and Knowledge (ADEK), ASAD is committed to ensuring that all digital and social media activities are conducted safely, responsibly, ethically and in line with UAE cultural values and legal requirements.

This policy establishes clear expectations for the creation, use, publication and management of digital and social media by the school and its community, while safeguarding students, protecting privacy and upholding the school's reputation.

4. PURPOSE

The purpose of this Digital and Social Media Policy is to:

- regulate the creation, recording, publication and management of digital media involving the school community;
- govern the content, operation and use of official school social media accounts;
- protect students, staff and families from privacy, safeguarding and reputational risks;
- ensure compliance with ADEK requirements, UAE legislation and IB expectations;
- promote responsible, respectful and professional online communication and digital citizenship;
- promote responsible, respectful and professional online communication supporting the wellbeing, safety and mental health of students and staff by promoting positive, respectful and balanced digital engagement; and
- align digital and social media practices with ASAD's broader governance, safeguarding, wellbeing and data protection framework.

5. SCOPE

This policy applies to:

- all official digital and social media platforms, accounts and websites operated or managed by Australian School of Abu Dhabi (ASAD);
- all digital media content created, recorded, shared or published in connection with the school, including images, video, audio, text and other user-generated content;

- all forms of school-related digital communication and online interaction, including but not limited to:
 - social networking and media-sharing platforms;
 - messaging and group communication tools;
 - blogs, microblogs, forums and discussion spaces;
 - collaboration and learning tools that allow the creation or sharing of content;
- all staff, students, parents and guardians, visitors, contractors and other authorised users where their digital media or social media activity relates to the school; and
- both on-campus and off-campus digital activity where such activity impacts the school community, student wellbeing, safeguarding, or the reputation of the school.

This policy also operates alongside any other school policies, procedures or guidelines relating to digital technologies, communication, cultural values and ethics, safeguarding, wellbeing, data protection and professional conduct, as updated from time to time.

6. DEFINITIONS

TERM	DEFINITION
Consent	Written approval by parents or guardians to publish students’ names, images, or work on school social media.
Cyberbullying	A form of bullying that occurs online using digital communication tools (such as social media, messaging apps, or websites) to insult, harass, threaten, or blackmail someone.
Cybersecurity Incident	A breach or attack that compromises the confidentiality, integrity, or availability of an organization’s information systems or sensitive data.
Data Protection	The process of safeguarding digital data from corruption, unauthorized access, or loss, and ensuring its secure storage and recovery when needed.
Digital Device	Any electronic device used for communication, content creation, or data processing, including cell phones, tablets, smartwatches, and laptops.
Digital Incident	An event where a member of the school community uses digital technology inappropriately—such as accessing inappropriate content, violating digital usage policies, or engaging in cyberbullying.
Digital Media	Any video, audio, photograph, or text content published in digital form.
Inappropriate Content	Posts that are disrespectful, discriminatory, offensive, culturally insensitive, or in violation of student privacy or UAE law.
Moderator	A school-assigned staff member responsible for monitoring and managing content posted on the school’s official social media pages.
Social Media	Online platforms that enable users to create, share, and interact with content, including Facebook, Instagram, Twitter/X, YouTube, LinkedIn, TikTok, and others.
Personal Social Media Accounts	Accounts maintained by individuals (e.g., teachers or parents) not directly controlled by the school.
Teacher’s Social Media Submission	A required form that staff must complete and submit to school administration to request approval before any photos, videos, or media content is published on official school social media platforms. This ensures content is reviewed for appropriateness, permissions, and alignment with school guidelines.

7. POLICY

7.1 Guiding Principles

All digital and social media use at Australian School of Abu Dhabi (ASAD) is guided by the following principles:

- Student safeguarding and wellbeing are paramount, and all digital activity must prioritise the safety, dignity and best interests of students at all times.
- Educational purpose and positive engagement must underpin the creation, use and publication of digital media, ensuring alignment with learning, community engagement and the school's mission.
- Privacy and data protection must be respected, and personal information, images, video and other identifying data must be handled in accordance with applicable UAE legislation and the school's Information and Data Protection Policy.
- Informed consent must be obtained, recorded and respected before capturing, using or publishing any digital media involving students, staff or other identifiable individuals, and consent must be capable of being withdrawn.
- Cultural sensitivity and UAE values must be upheld, ensuring that all content and interactions are respectful, appropriate and aligned with local laws, customs and expectations.
- Professionalism, integrity and ethical conduct must guide all online engagement, whether conducted through official school channels or in contexts where individuals are associated with the school community.
- Accountability and transparency apply to all digital communications, including clear ownership of content, responsible moderation and compliance with school policies and procedures.

7.2 Digital Media (Photography, Video and Audio)

Australian School of Abu Dhabi (ASAD) recognises that photographs, video and audio recordings are an important part of learning, communication and community engagement. The creation and use of digital media must, however, be managed carefully to protect student privacy, dignity, safeguarding and wellbeing.

7.2.1 Consent Framework

ASAD obtains written parental consent annually, and at the point of enrolment, for the recording and use of student digital media. This consent covers the capture and use of photographs, video and audio recordings for legitimate school purposes, including but not limited to:

- teaching and learning activities;
- school communications and publications;
- internal displays and presentations;
- school website and official digital channels; and
- approved external communications.

When seeking consent, parents and guardians are informed of:

- the types of digital media that may be captured;
- the general purposes for which media may be used;
- the types of platforms or channels on which content may be published; and
- whether students may be identified by name.

Parents and guardians are not required to provide permission for each individual recording or publication, provided the use falls within the scope of the consent granted.

[7.2.2 Consent Records and Access Controls](#)

ASAD maintains a central consent register identifying students for whom:

- consent has been granted;
- consent has been limited; or
- consent has not been provided.

This register is:

- kept up to date;
- treated as confidential; and
- shared only with authorised staff who have responsibility for digital media, including (but not limited to) senior leadership, student wellbeing leadership and staff responsible for school communications and digital platforms.

Staff involved in recording, selecting or publishing digital media are required to check and comply with the consent register before any use or publication. No images, names, videos, or identifiable information of students may be posted without prior written consent from parents or guardians.

[7.2.3 Withdrawal of Consent](#)

Parents and guardians may withdraw consent at any time by notifying the school in writing.

Where consent is withdrawn:

- no new digital media involving the student will be captured or published; and
- existing published content will be reviewed, and reasonable steps will be taken to remove or restrict future use where practicable.

Withdrawal of consent does not affect the lawfulness of media used prior to the withdrawal.

[7.2.4 Storage and Security of Digital Media](#)

All digital media relating to students and school activities must be:

- stored only on school-approved systems or platforms;
- protected against unauthorised access; and
- accessible only to authorised staff with a legitimate purpose.

Digital media must not be stored indefinitely and will be retained and disposed of in accordance with the school's record-keeping and data protection requirements.

[7.2.5 Use of Personal Devices for Recording](#)

ASAD recognises that, in some learning contexts, staff may temporarily use personal devices to capture photographs or recordings of student activities.

This is permitted only under the following conditions:

- recording is for a legitimate educational or school-related purpose;
- the student is covered by valid parental consent;
- the recording is transferred as soon as practicable to the school-designated staff member or approved system responsible for managing digital media; and
- the recording is deleted from the personal device within a maximum of **seven (7) calendar days** of capture.

Personal devices must not be used to:

- store school digital media long-term;

- publish school-related content;
- share images or recordings via personal messaging, cloud storage or social media accounts.

7.2.6 [Publication and Use of Digital Media](#)

Only authorised school personnel may publish digital media on official school platforms. All published content must:

- respect student dignity, privacy and safeguarding;
- be culturally appropriate and aligned with UAE values;
- accurately represent the school and its community;
- not disclose student location details (e.g., geotags, live location, travel routes or identifiable addresses);
- not include livestreaming of students or school events, except where leadership approval has been granted, appropriate safeguarding controls are in place, and publication is covered by consent (including event-specific consent where required); and
- comply with consent conditions.

Where students do not have consent, they must not be identifiable in any published digital media.

7.3 Official School Social Media Accounts

Australian School of Abu Dhabi (ASAD) uses official social media accounts as part of its communication and community engagement strategy. These accounts are used to share school information, celebrate learning and achievements, and promote positive engagement with the wider community.

To protect student privacy, uphold safeguarding obligations, maintain professional standards and ensure consistent messaging, the establishment, management and use of official school social media accounts is centrally governed and controlled. All official accounts operate under this policy and are subject to oversight by school leadership.

Only accounts that are formally approved by the school may represent ASAD in any public or external digital environment.

7.3.1 [Approved Platforms](#)

ASAD will maintain a limited number of official social media accounts approved by school leadership. The establishment, management and use of these accounts are subject to the following conditions:

- only authorised staff members may create, manage, access or post content on official school social media accounts;
- login credentials for official accounts are controlled, secured and managed by the school and must not be shared; and
- unauthorised accounts, pages or profiles that claim to represent ASAD are not permitted and will be addressed in accordance with this policy.

7.3.2 [Access Security and Password Protection](#)

Access to official ASAD social media accounts is governed by robust security and control measures to protect the integrity of school communications and digital assets. The following requirements apply:

- official school social media accounts must be created and linked using school-managed contact details and must not be associated with personal email accounts;

- access is restricted to authorised staff members approved by school leadership and granted only for defined roles or purposes;
- a current register of authorised users is maintained and reviewed periodically to ensure accuracy and accountability;
- login credentials must be stored securely and must not be shared through unsecured channels, including personal email, messaging applications or verbal exchange;
- passwords must be strong, unique and changed regularly, and immediately where there is a change in role, departure of staff or concern regarding account security;
- multi-factor authentication or equivalent enhanced security measures must be enabled where available;
- temporary access, where approved for specific events or campaigns, must be time-limited and revoked immediately once the approved purpose has been fulfilled; and
- unauthorised access, misuse of credentials or failure to comply with security requirements may result in immediate suspension of access and further action in line with school procedures.

7.3.3 [Content Standards](#)

All digital and social media content published on official ASAD accounts must meet the following standards:

- be accurate, factual and current;
- be respectful, professional and reflective of the school's values, mission and educational purpose;
- be culturally appropriate and compliant with UAE laws and cultural considerations;
- protect the privacy, dignity and wellbeing of students, staff and families;
- support positive school communication and community engagement; and
- comply fully with consent, safeguarding and data protection requirements.

Content must not be misleading, promotional without approval, politically affiliated, commercially biased, or otherwise inconsistent with the school's role as an educational institution.

7.3.4 [Advertising, Sponsorship and Promotional Content](#)

Official school digital and social media platforms must not be used for advertising, endorsement or promotion of third-party products, services or organisations unless explicitly approved by school leadership and permitted under ADEK regulations.

Any approved sponsored or promotional content must:

- be clearly identifiable as such;
- align with the educational purpose, values and reputation of the school; and
- not compromise student safeguarding, privacy or wellbeing.

Political, religious, commercial or advocacy-based promotion is not permitted on official school platforms.

7.3.5 [Use of Hashtags, Tagging and External References](#)

The use of hashtags, tagging of external accounts or references to third-party organisations must be relevant, appropriate and aligned with the purpose of the content.

Hashtags or tagging must not:

- associate the school with political, commercial, controversial or inappropriate groups, messages or campaigns;
- compromise cultural sensitivity, neutrality or safeguarding; or
- imply endorsement of external organisations without approval.

All tagging and referencing must reflect professionalism, accuracy and alignment with UAE cultural values.

7.3.6 [Content Submission and Approval Process](#)

To ensure compliance with consent requirements, safeguarding obligations, privacy expectations and UAE cultural values, ASAD operates a formal content submission and approval process for all public-facing digital media.

The following applies:

- All staff must complete a Teacher’s Social Media Submission Form before requesting the publication of any photographs, videos or digital media on official school social media platforms.
- The submission must include sufficient detail to enable appropriate review, including the event or activity, date, class or year group involved, a brief description of the content, and confirmation that parental consent has been obtained.
- All submissions are reviewed by the designated Social Media Coordinator or authorised school leader, who is responsible for ensuring compliance with consent requirements, student privacy, safeguarding expectations and cultural appropriateness.
- Content may only be published following approval. Unapproved content must not be shared publicly on behalf of the school.

7.4 Moderation, Monitoring and Engagement

Australian School of Abu Dhabi (ASAD) is committed to maintaining a safe, respectful and well-managed digital presence. All official digital and social media platforms operated by the school are subject to active oversight, moderation and review.

7.4.1 [Moderators](#)

Moderation of official school digital and social media platforms is the responsibility of Australian School of Abu Dhabi (ASAD) leadership. Clear moderation arrangements ensure that all school-related digital communications remain safe, respectful, accurate and compliant with regulatory requirements.

The following applies:

- members of the ASAD Leadership Team are designated moderators of official school digital and social media accounts relevant to their area of responsibility;
- the Principal holds final approval authority for all public-facing publications and significant moderation decisions; and
- moderators are accountable for ensuring compliance with this policy and related school expectations.

Moderators, supported by school leadership, are responsible for the following functions:

- **Pre-approval and Content Removal:** reviewing, approving, limiting or removing content posted on official platforms to ensure alignment with school values, safeguarding requirements, UAE cultural expectations and regulatory obligations;
- **Handling Inappropriate Content:** rejecting or removing content that is inappropriate, misleading, disrespectful, discriminatory, defamatory, harmful or inconsistent with school standards;

- **Managing Engagement:** overseeing third-party interactions, including comments, tags and messages, and addressing issues such as trolling, harassment or disrespectful behaviour; and
- **Monitoring Compliance:** regularly monitoring digital communications to ensure ongoing compliance with this policy and to maintain the integrity and appropriate use of the school's digital presence.

ASAD reserves the right to monitor activity on its official digital and social media platforms to ensure compliance with this policy. Where breaches occur, appropriate action may be taken in line with school procedures, which may include removal of content, restriction of access, or other proportionate responses depending on the nature and severity of the matter.

Moderation decisions will prioritise student safeguarding, wellbeing, privacy and the reputation of the school community, and will be applied consistently and fairly.

7.4.2 [Monitoring and Engagement](#)

Official school digital platforms are monitored routinely to ensure appropriate use and engagement. This includes:

- regular review of comments, tags, messages and interactions;
- ensuring engagement remains respectful, factual and aligned with school values; and
- avoiding public disputes, confrontational responses or inappropriate interactions.

Where concerns arise, moderators may limit engagement, disable comments or take corrective action as required. Where the school becomes aware of unofficial school-related groups or pages (e.g., parent-managed messaging groups), ASAD may take reasonable steps to address risks, including requesting removal of harmful content, issuing community guidance, and escalating safeguarding concerns; however, ASAD does not administer or control unofficial groups.

7.4.3 [Managing Inappropriate Content](#)

ASAD reserves the right to manage and remove content where necessary to protect the school community. The following applies:

- content that is disrespectful, offensive, misleading, discriminatory, defamatory or harmful will be removed where possible;
- content that breaches safeguarding, privacy or cultural expectations will not be permitted;
- users may be restricted or blocked from interacting with official accounts where behaviour is inappropriate; and
- in serious cases, matters may be escalated in line with school procedures and regulatory requirements.

7.4.4 [Impersonation and Misuse](#)

Any impersonation, misuse or unauthorised representation of ASAD on digital or social media platforms must be addressed promptly. In such cases:

- concerns must be reported immediately to school leadership;
- the school will take appropriate action, including reporting to platform providers; and
- where required, matters may be referred to regulatory authorities or external bodies in line with UAE law.

[7.4.5 Incident Response and Review](#)

Where digital media or social media incidents occur, ASAD will respond in a timely and proportionate manner. This may include:

- immediate review of content;
- temporary suspension of posting or engagement functions;
- review of account access, permissions and security controls; and
- documentation of actions taken and follow-up actions to prevent recurrence.

Significant incidents will be reviewed by school leadership to strengthen governance, safeguarding, compliance and continuous improvement.

7.5 Appropriate Use Guidelines for Digital and Social Media

Australian School of Abu Dhabi (ASAD) expects all members of the school community to engage with digital and social media in ways that are respectful, lawful, culturally appropriate and aligned with the school's values.

These expectations apply to all interactions with ASAD-related digital media or social media, including content creation, sharing, commenting and engagement, whether on official platforms or in school-related contexts.

[7.5.1 Respectful and Lawful Behaviour](#)

All users must ensure that digital and social media use does not:

- amount to bullying, harassment, intimidation or discrimination;
- include defamatory, misleading or false statements about individuals or organisations;
- damage the reputation or standing of the school or members of the school community; or
- violate UAE laws or regulatory requirements.

ASAD does not tolerate harmful online behaviour and will respond proportionately in line with school procedures and regulatory expectations.

[7.5.2 Cultural Sensitivity and Public Disclosure](#)

Digital and social media activity connected with the school must respect UAE cultural values and sensitivities. Users must not:

- publish or engage in content that is culturally inappropriate or offensive;
- broadcast or debate political, religious, national security or other sensitive public matters unrelated to school purposes; or
- use school-related platforms or forums to promote divisive or inflammatory viewpoints.

[7.5.3 Use of School Identity, Branding and Representation](#)

The school's name, logo, branding and identity must be used responsibly and only in ways that do not misrepresent ASAD. Users must not:

- create or distribute content that falsely represents ASAD;
- imply endorsement by the school where none exists; or
- use school-related digital spaces to air grievances, disputes or criticism.

Concerns should be raised through appropriate school channels rather than public digital platforms.

7.5.4 [Privacy, Confidentiality and Personal Responsibility](#)

All users are personally responsible for the content they publish or share. This includes an obligation to:

- respect the privacy and dignity of students, staff and families;
- avoid sharing personal, confidential or sensitive information without authorisation; and
- consider how digital content may be perceived, shared or stored beyond its original context.

Users should assume that digital content may be publicly visible, searchable and permanent.

7.5.5 [Reporting Concerns](#)

Any inappropriate, concerning or potentially harmful digital media or social media activity connected with the school should be reported promptly to school leadership. Reports will be handled sensitively and in line with safeguarding, wellbeing and regulatory requirements.

7.6 Personal Social Media (Staff)

Australian School of Abu Dhabi (ASAD) recognises that staff members are entitled to maintain personal social media accounts. However, personal use of social media carries professional responsibilities where it intersects with the school community, student safeguarding, or the reputation of the school. The following expectations apply to all staff in relation to their personal social media accounts.

7.6.1 [Separation of Personal and Professional Use](#)

Staff members must ensure a clear separation between personal social media use and their professional role at ASAD. In doing so, staff must:

- not use school-issued email addresses to create personal social media accounts;
- not represent themselves as speaking on behalf of, or officially associated with, ASAD on personal accounts, except on professional networking platforms (e.g. LinkedIn); and
- not use the school's name, logo or branding on personal social media accounts without explicit authorisation.

7.6.2 [Connections with Students and Parents](#)

To protect professional boundaries and safeguarding, staff **must not**:

- accept or initiate friend requests, follows or connections with current students, or former students under the age of 18;
- accept or initiate friend requests, follows or connections with parents/guardians of current students, except where there is a documented pre-existing close family relationship and it does not create a professional boundary risk.
- communicate with students or parents through personal social media accounts or messaging features; or
- use personal social media platforms to engage in school-related discussions with students or parents.

Any unsolicited contact from students via personal social media accounts must be reported promptly to school leadership and the designated safeguarding lead.

[7.6.3 Privacy Settings and Public Visibility](#)

Staff are expected to manage personal accounts responsibly by:

- applying the strictest possible privacy settings;
- regularly reviewing privacy controls; and
- assuming that content shared online may be publicly visible, searchable or shared beyond its intended audience, regardless of privacy settings.

Staff should exercise professional judgement at all times when posting, commenting or engaging online.

[7.6.4 Content Standards and Professional Conduct](#)

Content shared through personal social media accounts must not:

- be offensive, discriminatory, defamatory or misleading;
- contravene UAE laws or cultural expectations;
- amount to bullying, harassment or intimidation; or
- damage the reputation, trust or standing of ASAD or its community.

Staff must not disclose confidential, sensitive or proprietary information relating to the school, students, families or colleagues through personal accounts.

[7.6.5 Legal and Personal Responsibility](#)

Staff are personally responsible and accountable for content published through their personal social media accounts. This includes responsibility for compliance with:

- UAE laws and regulations;
- copyright and intellectual property requirements; and
- obligations relating to privacy, confidentiality and professional conduct.

Where uncertainty exists about the appropriateness of content, staff are expected to seek guidance from school leadership before posting.

[7.6.6 Emergency and Sensitive Communications](#)

Social media platforms must not be used to communicate emergency-related, sensitive or time-critical information, including but not limited to school closures, safety incidents, medical matters or safeguarding concerns.

All such communications will be issued through school-approved official channels, which may include direct email, SMS notifications, telephone communication or other authorised systems, in accordance with the school's communication procedures.

This approach ensures accuracy, confidentiality, appropriate record-keeping and timely delivery of information to parents and guardians.

7.7 Communication via Email and Messaging

Australian School of Abu Dhabi (ASAD) requires all official digital communication with students and parents to occur through approved, school-managed communication channels to ensure safeguarding, professionalism and accountability.

The following expectations apply:

- staff must use only school-approved email accounts, platforms and messaging systems for official communication;

- personal email addresses, personal messaging applications or social media messaging features must not be used for school-related communication with students or parents;
- all digital communications must be professional, appropriate, respectful and related to legitimate educational or operational purposes; and
- communications must be transparent and auditable in line with safeguarding and record-keeping requirements.

Unauthorised communication with students or parents through personal accounts or messaging services is not permitted and may be treated as a safeguarding concern.

7.8 School Website Content

ASAD will maintain an official school website as a primary public communication and information platform for the school community and wider public.

The school website will:

- be accurate, current and appropriate at all times;
- comply with ADEK publication, transparency and reporting requirements;
- include required public information such as contact details, fees, inspection reports and mandated policies;
- publish student achievements or aggregated data only where appropriate consent has been obtained; and
- align with digital media, privacy, consent and cultural expectations.

All content published on the school website must reflect the school's values, educational mission, and professional standards, and must be approved in accordance with internal governance procedures.

7.9 Data Security and Cybersecurity

The security of digital systems, platforms and information used for digital and social media activities is governed by ASAD's Information and Data Protection Policy, Data Protection Plan and related cybersecurity procedures.

Users must comply with all security requirements, access controls and reporting obligations when using school digital systems or platforms.

7.10 Recordkeeping

ASAD is committed to responsible recordkeeping and transparency in relation to digital and social media activity.

Accordingly:

- official digital and social media content will be archived in line with the ADEK *School Records Policy* and the school's records management practices;
- records may include posts, images, videos, captions, comments and engagement logs where appropriate; and
- archived records may be reviewed for compliance monitoring, inspections, audits or investigations.
- Records will be stored securely and accessed only by authorised personnel.

7.11 Training, Awareness and Education

ASAD recognises that effective digital governance depends on awareness, understanding and ongoing education across the school community.

The school will:

- provide appropriate training and guidance to staff involved in the creation, approval or management of digital and social media content;
- support staff understanding of safeguarding, privacy, consent, cultural sensitivity and professional conduct in digital environments; and
- provide students with age-appropriate education on digital citizenship, online safety, respectful online behaviour and wellbeing.

Training and awareness initiatives will align with ADEK expectations and IB approaches to digital literacy and learner wellbeing.

7.12 Breaches and Non-Compliance

Failure to comply with this Digital and Social Media Policy may result in appropriate action being taken, depending on the nature and seriousness of the breach.

This may include:

- removal or correction of digital content;
- restriction or withdrawal of access to digital platforms;
- supportive interventions, guidance or retraining;
- disciplinary action in line with relevant school policies; and
- reporting to ADEK or external authorities where required by law or regulation.

Safeguarding-related breaches will be prioritised and managed in accordance with child protection procedures.

7.13 Monitoring and Review

ASAD will monitor compliance through oversight of official digital platforms and communications, review of incidents or concerns, and feedback from staff, students and parents where appropriate.

This policy will be reviewed at least annually, or earlier where required due to changes in ADEK regulations, UAE legislation, International Baccalaureate expectations, or following significant incidents or emerging digital risks.

The policy will be published on the school website, included in relevant staff, student and parent handbooks, and communicated to students in age-appropriate formats to ensure awareness and understanding.

8. COMPLIANCE

Compliance with this Digital and Social Media Policy is mandatory for all members of the Australian School of Abu Dhabi (ASAD) community who create, access or engage with digital media or social media in connection with the school. This policy supports ASAD's obligations under the ADEK *School Digital Policy*, applicable UAE Federal Laws relating to child protection, cybercrime, copyright and data protection, and recognised international best practice, including International Baccalaureate (IB) expectations relating to safeguarding, wellbeing, ethical conduct and governance.

ASAD acknowledges that the Abu Dhabi Department of Education and Knowledge (ADEK) is the regulatory authority responsible for the oversight of private schools in Abu Dhabi and will comply with all ADEK directives, reporting requirements, inspections and audits relating to digital communications and safeguarding. Failure to comply with this policy may result in appropriate action under school procedures and, where required, reporting to ADEK or external authorities in accordance with UAE law.

9. REFERENCES

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10. RATIFICATION & REVISION HISTORY

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