Social Media Policy

Policy Updated By	Latest Publish Date	Monitoring Cycle
Akram Tarik Kunal Vora	September 2025	Annually

This policy is applied at GFM alongside our school's vision, mission and values. Interwoven with the framework of "The GFM Way".

1. Introduction

The internet provides a diverse set of social media tools, enabling engagement and communication for educational and professional purposes. Effective and safeguarded use of these technologies is essential for successful, safe, and responsible citizenship in the UAE education sector.

This policy sets out a framework of good practice for pupils, staff and the wider community, balancing opportunity with legal and reputational duties, particularly the protection and safeguarding of children and vulnerable adults.

2. Purpose of Policy

This policy ensures compliance with UAE Law (Federal Law No. 5 of 2012 on Cybercrime), UAE Data Protection Law, and Ministry of Education (MOE) Codes for education professionals.

It covers both personal and official use of social media by GFM students, staff, parents, and the school community, across all platforms (i.e. Facebook, Instagram, Snapchat, TikTok, LinkedIn, Twitter, WhatsApp, Teams, Seesaw, OneDrive, Google Drive).

Under no circumstances may GFM logos, trademarks, or typefaces be posted online or offline without formal written approval.

3. Principles – Responsible and Respectful

All users must comply with UAE Law, MOE Code of Conduct, and GFM policies at all times. Maintain separation between personal and professional/school life. Avoid any conflict of interest. Do not post content online that could harm or defame GFM, its staff, students, or families. Never present personal views as those of GFM or use official logos and branding on personal channels without explicit written permission.

Do not disclose confidential pupil, staff, or school community information on any social media platform. Never attack, insult, abuse or defame any member of the GFM community via social media. Strictly adhere to all child safeguarding, privacy, and digital citizenship standards.

4. Personal Use of Social Media

Staff and students should not identify as members of GFM in their personal profiles unless their role includes official school representation and explicit leadership approval has been given. No personal contact between staff and students via non-GFM social media channels, unless required by school policy and documented.

Vision
'At GFM we empower students to have the heart to celebrate uniqueness and the mind to be innovative, creative problem solvers, bringing a positive change to the world in which we live.'

Do not share or discuss internal GFM information on personal webspace.

No publishing of photographs, videos, or images of pupils, staff, or premises on personal or public social media without school and parent permission, according to UAE child protection law. School email addresses must not be used to register personal social media accounts.

All users are strongly advised to keep privacy levels set to maximum, avoid public listings and keep passwords secure and confidential.

Sites like LinkedIn may be used for professional development but must maintain high-quality, accurate representation and updates if GFM is referenced.

5. Professional & Educational Use of Social Media

All communication between staff and students must be via official channels (MS Teams, 2Simple, Seesaw, Google Classrooms).

No unofficial social media groups may be set up by staff, parents or students directly or indirectly connected with GFM without written approval and review by school leaders.

The GFM Parent Association may run approved accounts to support community engagement. Any new education platform must be risk-assessed and approved by leadership before deployment. Usage of specific media by students during school hours requires documented permission according to school protocol.

6. Monitoring of Internet Use

GFM actively monitors all school internet, e-mail, and related ICT services, including AI platforms. No expectation of privacy exists for any communications using GFM ICT infrastructure. Downloading, sharing, or accessing unauthorized or inappropriate content is forbidden and subject to disciplinary action.

7. Breaches and Sanctions

Any breach resulting in confidentiality loss, defamation, reputational damage, or illegality will result in investigation under GFM and UAE procedures.

Severe or repeated breaches may result in disciplinary action, suspension, dismissal or referral to regulatory bodies and law enforcement.

8. Monitoring and Review

The Social Media Policy is reviewed at least annually or more frequently as required by changes in law, MOE guidance, or technology developments.

All staff and students will receive annual training on digital citizenship, e-safety including Ethics in AI, cyberbullying and UAE legal obligations.

This policy is implemented alongside all relevant GFM and UAE school policies.

Related Policies:

Anti-Bullying Policy, Inclusion Policy, Malpractice and Plagiarism Policy, Safeguarding Policy, Zero Tolerance Policy, Parent & Student Cybersecurity Guide, Filtering Policy, Acceptable Use Policy, Bring Your Own Device Policy, Curriculum Policy, Data Protection Guidance, Code of Conduct, Audio Video Conferencing Security Guide for Teachers, Student Password Policy, Remote Learning & Safeguarding Policy, Guidance for Safer Working Practice, IT Online Security Guidance for Parents, Safeguarding and Inclusion Guidance during Remote Learning, Mobile Phone Policy, Learning & Teaching Policy.

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