

CREDENCE HIGH SCHOOL

SOCIAL MEDIA POLICY



USING DIGITAL WORLD MINDFULLY



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SOCIAL MEDIA POLICY



FUNCTION	To establish guidelines for the responsible use of social media platforms
STATUS	Implemented
REVIEW SCHEDULE	Annual
REVIEWED BY	• CEO-Principal • Senior School Counselor
LAST REVIEWED ON	April 2026

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OUR VISION

To be an institution that nurtures free and happy minds, empowering students to excel and contribute meaningfully to society in the field of their choice.

OUR MISSION

To create an inclusive and supportive campus that fosters belonging, happiness, physical safety, and intellectual freedom.

To nurture the innate talent of each child, building a culture of individual achievement and collective excellence.

To instill strong values, ethics, and personal integrity.

To nurture a diverse, international community prepared to thrive in a globalised world.

To kindle curiosity through ICT-enabled, research-oriented, independent, and enquiry-based learning.

1. Preamble

At Credence High School, our Vision is to nurture free and happy minds, empowering students to excel and contribute meaningfully to society. In alignment with our Mission to create a safe, inclusive, value-driven and globally minded community, this policy ensures that digital engagement reflects our commitment to dignity, integrity, intellectual freedom and responsible citizenship.

In a rapidly evolving digital world, online conduct directly impacts personal wellbeing, school culture, and institutional reputation. This policy establishes clear expectations to promote safe, respectful and lawful digital participation.

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2. Purpose of the Policy

This policy is established to:

- Safeguard the wellbeing, dignity, privacy and reputation of students, staff and parents.
- Promote responsible, respectful and ethical digital communication.
- Prevent cyberbullying, harassment, impersonation and defamation.
- Regulate photography, videography and digital content sharing.
- Protect confidential school information.
- Ensure compliance with KHDA Parent–School Contract requirements and applicable UAE Cybercrime and Privacy Laws.
- Clarify consequences of misuse.

3. Scope

This policy applies to:

- Students (PreKG–Grade 12)
- Parents and guardians
- Teaching and non-teaching staff
- Visitors and volunteers
- Any member of the school community engaging in digital communication related to the school

It covers:

- Social media platforms (Instagram, Facebook, X, TikTok, Snapchat, YouTube, etc.)
- Messaging apps (WhatsApp, Telegram, etc.)
- Blogs, wikis, podcasts, forums and discussion boards
- School digital platforms and learning management systems
- Photography, videography and audio recordings on school premises or at school events
- Use of school logos, branding and identity
- Online conduct outside school hours where it impacts the school community

4. Legal Framework & Core Principles

Under UAE law, it is illegal to:

- Photograph or film an individual without explicit consent.
- Publish or share images or videos without permission.
- Circulate defamatory, false or harmful information.

Safeguarding and privacy take precedence over publicity or convenience.

All members of the Credence community must:

- Think before posting.
- Act with integrity and accountability.
- Recognise that digital footprints are permanent.
- Understand that online conduct is subject to school disciplinary procedures and may be referred to legal authorities where required.

5. Use of Student Images by the School

The school may use student images for legitimate educational and operational purposes including:

- Internal displays and notice boards
- School portals and internal communication platforms
- Identification, safety and security systems
- School website and official social media channels

6. Expectations for Students

Students must:

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- Follow the Credence Code of Conduct online as in school.
- Communicate respectfully and responsibly.
- Avoid posting content that is offensive, obscene, threatening, defamatory or misleading.
- Not misrepresent themselves or create fake/impersonation accounts.
- Not share confidential academic, behavioural or safeguarding information.
- Not post content they would not want parents, teachers, admissions officers or future employers to view.
- Use privacy settings appropriately.
- Keep passwords secure.
- Avoid sharing personal details (address, phone number, birthdate, etc.).
- Immediately report concerning content to a teacher, counsellor or the Principal.
- Not use school logos or branding without permission.
- Not record in toilets, changing areas, buses or private spaces.

Cyberbullying is considered harassment and will be treated as a serious disciplinary matter.

7. Expectations for Parents

Parents are partners in promoting responsible digital citizenship.

Parents must:

- Communicate respectfully on digital platforms.
- Use official school channels to raise concerns.
- Avoid sharing unverified or confidential school information.
- Not photograph or film other students without consent.
- Use images taken at school events for personal use only.
- Not distribute personal or sensitive school-related information.

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- Model responsible digital behaviour for their children.
- Not engage in illegal activities, including breach of data protection laws.
- Ensure posts comply with student guidelines.

Parents are encouraged to engage constructively with classroom blogs and digital platforms where appropriate.

8. Expectations for Staff

Staff are ambassadors of the school and must uphold the highest professional standards online.

Staff must:

- Reflect honesty, respect and professionalism in all digital interactions.
- Include disclaimers on personal blogs stating views are personal and not official school positions.
- Avoid posting confidential student or school information.
- Exercise professional discretion even under strict privacy settings.
- Avoid inappropriate images, including those involving alcohol or tobacco.
- Seek permission before posting photographs of colleagues or students.
- Maintain professional boundaries with students online.
- Ensure profiles and digital identities align with professional expectations.
- Avoid publishing school names, addresses or contact details on personal platforms.
- Avoid use of protected or copyrighted images.
- Verify URLs before sharing and use caution with bookmarking and tagging.

9. Photography & Filming at School Events

- Parents may photograph or film their own child only.

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- Flash photography may be restricted.
- Recording is strictly prohibited in private spaces.
- Copyright restrictions may apply to performances.
- Only authorised personnel may record official school events.

10. Cyberbullying & Online Harassment

Credence High School adopts a **strict zero-tolerance stance towards cyberbullying**, recognising it as a serious breach of student wellbeing, dignity and school values.

Cyberbullying includes:

- Repeated harassment or intimidation
- Sharing embarrassing images or rumours
- Public shaming, exclusion or threats
- Digital impersonation

Consequences may include:

- Verbal warning followed by counselling.
- On observation of repeated non-compliance issues, the student will be issued a reflection sheet by the phase supervisor, and parents will be informed of the same.
- Yellow Cards will be issued based on the seriousness of the offence at the discretion of the Discipline Committee. Parents will be informed by the Phase Supervisors while a disciplinary card is issued to their ward.
- Failure to make improvements after being issued verbal warning and a yellow card will lead to the issuance of a Red card.

Any form of online harassment, intimidation, humiliation, impersonation or digital misconduct will be addressed promptly and firmly in accordance with school [Behaviour Management Policy](#) and applicable regulations.

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11. Official School Social Media Accounts

Only authorised personnel may:

- Create or manage official accounts
- Post content
- Respond publicly on behalf of the school

All content must:

- Reflect school values
- Be culturally appropriate
- Protect student dignity
- Comply with UAE law

Promotion of school events must be done via official links only.

12. Devices & Digital Platforms

- Students may bring devices only as per BYOD guidelines.
- Recording in classrooms, corridors or buses without permission is prohibited.
- Misuse of school networks will result in disciplinary action.

13. Confidentiality & Privacy

The following must never be shared publicly by staff:

- Academic performance records
- Behavioural or safeguarding matters
- Information about students of determination
- Internal investigations
- Staff employment matters

Breaches will result in serious disciplinary action.

14. Reporting Concerns

Concerns may be reported confidentially to:

- Class Teacher
- Phase Supervisor

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- School Counsellor
- Principal

All reports will be investigated promptly, fairly and sensitively.