LE Digital Media Policy

Policy Document

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Liwa Education

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Digital Media Policy:

Introduction:

In the present digital era, educational institutions must effectively communicate through various electronic platforms to engage stakeholders and showcase their services. This document outlines the Digital Media Policy, serving as a strategic framework to regulate the production, dissemination, and administration of digital media resources by Liwa Education (LE) institutions. It ensures conformity with guidelines and fundamental principles established by the Abu Dhabi Department of Education and Knowledge (ADEK). Reflecting LE schools' commitment to maintaining openness and integrity online, this policy emphasizes accuracy, compliance, and ethical behavior in digital communication activities.

Purpose:

The main goal of this policy is to provide LE schools with precise instructions and standards for creating digital media content that complies with ADEK standards, ensuring it is truthful, transparent, and compliant. By adhering to these rules, LE institutions promote a positive online image, building credibility and confidence among stakeholders. Additionally, the policy aims to ensure uniformity and professionalism in information distribution via digital platforms, enhancing the overall effectiveness of school communication initiatives.

Definitions:

Digital Media: Digital Media encompasses various electronic communication channels utilized for advertising or distributing content. This broad category includes websites, social media platforms,

email newsletters, and digital advertisements. These platforms facilitate the dissemination of information to diverse audiences, offering a dynamic and interactive means of communication.

LE Digital Media Materials: LE Digital Media Materials specifically refer to content created or shared by Leading Education institutions across digital platforms. These materials serve as vital tools for showcasing the institution's programs, services, and accomplishments. They play a crucial role in engaging with parents, staff, students, and the wider community, fostering transparency, communication, and community involvement. LE Digital Media Materials aim to effectively convey the institution's values, achievements, and offerings, thereby enhancing its reputation and facilitating meaningful connections with stakeholders.

Policy:

1. Content Creation and Distribution:

1.1 Ownership and Accountability: LE school owners and governing bodies are responsible for supervising the production and distribution of digital media content. They ensure that all materials conform to ADEK's criteria while considering cultural aspects, demonstrating a commitment to upholding the institution's integrity and reputation online.

1.2 Accuracy and Compliance: LE institutions must maintain the highest standards of accuracy and compliance in digital media content. This includes ensuring all data is factually correct, up-to-date, and complies with ADEK regulations and copyright laws, safeguarding stakeholder confidence and preventing the dissemination of false information.

1.3 Ethical Conduct: In addition to compliance and accuracy, LE schools must adhere to ethical guidelines in digital media creation and distribution. This includes refraining from engaging in

dishonest behavior, fabricating information, or distributing inappropriate content, thus preserving integrity and reputation in the digital realm and cultivating trust among stakeholders.

2. Digital Media Guidelines:

2.1 Clarity and Consistency: Liwa Education (LE) institutions must prioritize clarity and consistency in their digital media communication efforts. Clear and transparent messaging is crucial to ensuring stakeholders understand the information being conveyed, thereby minimizing the risk of misunderstandings. By consistently delivering information in a clear and understandable manner, schools demonstrate their commitment to effective communication.

2.2 Appropriateness: Digital media content disseminated by LE institutions must be appropriate for the intended audience and in accordance with cultural norms and values established by the Abu Dhabi Department of Education and Knowledge (ADEK). Schools must exercise caution to ensure that the content they share online aligns with institutional values and standards, demonstrating cultural sensitivity and maintaining professionalism. By adhering to appropriateness guidelines, LE institutions can build a positive online presence that resonates with their diverse audience, fostering inclusivity and respect within the educational community.

2.3 Relevance: LE schools should prioritize the dissemination of relevant information through digital media channels. This includes highlighting achievements, showcasing facilities, promoting academic programs, and sharing student outcomes. By focusing on relevant content, schools can effectively communicate their value proposition to stakeholders, differentiate themselves in the competitive educational landscape, and attract potential stakeholders.

3. Compliance and Implementation:

3.1 The Digital Media Policy establishes a clear timetable for compliance and outlines the associated consequences. Liwa Education (LE) institutions are obligated to adhere to the policy's directives, with the ultimate goal of achieving full compliance by the commencement of the Academic Year 2025/26. To facilitate this, compliance measures will be implemented starting from the Academic Year 2024/25. This phased approach allows schools sufficient time to review, prepare, and adjust their digital media policies effectively. By providing ample preparation time, the policy aims to ensure that LE institutions can smoothly transition to compliant digital media practices without disruptions to their ongoing operations.

3.2 Violating the policy carries legal ramifications in accordance with regulations set forth by the Abu Dhabi Department of Education and Knowledge (ADEKBy upholding the policy's guidelines, LE institutions not only mitigate the risk of legal consequences but also safeguard their reputation and integrity. Compliance with the Digital Media Policy is essential for LE schools to effectively utilize digital media channels for communication, enhancing their online presence, fostering stronger stakeholder relationships, and preserving the values and reputation of the institution in the digital domain.

In summary, the Digital Media Policy provides LE schools with a comprehensive framework for effective use of digital media channels in communication. By following these guidelines, schools can enhance their online presence, build stronger stakeholder relationships, and uphold the values and reputation of their institution in the digital domain.

References:

ADEK Digital Policy 8 – 8.1

Federal Decree Law No. (5) of 2018 Regarding Endowment

Federal Decree Law No. (18) of 2020 on Private Education

Federal Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties

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Marketing Department

Key Stakeholders		
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