LE Social Media Policy

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Policy Document

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Liwa Education

Table of Contents

Social Media Policy 2

Introduction: 2

Purpose: 2

Definitions: 2

Policy: 3

1. Account Management and Oversight: 3

2. Content Guidelines: 4

3. Compliance and Implementation: 5

References: 6

Social Media Policy

Introduction:

In an era dominated by digital connectivity, social media has emerged as an essential tool for communication and interaction. Recognizing the pivotal role of social media in education, this policy establishes expectations and recommendations for Liwa Education (LE) institutions on its usage. With a strong emphasis on accountability and ethical behavior, this policy aims to ensure that schools maximize the benefits of social media while adhering to guidelines set by the Abu Dhabi Department of Education and Knowledge (ADEK) and considering cultural sensitivities.

Purpose:

The primary objective of this policy is to provide LE schools with clear guidelines on appropriate social media usage. By promoting professionalism, transparency, and adherence to ADEK guidelines, this policy seeks to enhance the effectiveness and integrity of social media communication in LE schools. Responsible use of social media platforms enables schools to foster community building, outreach and engagement, while maintaining accountability.

Definitions:

Social media comprises online platforms and communities specifically created for social networking and sharing content. These platforms enable users to connect, interact, and share information with others in real-time. Examples of social media platforms include LinkedIn, Instagram, Twitter, and Facebook. These platforms offer diverse features such as messaging, photo sharing, status updates, and networking functionalities, allowing users to engage with a wide range of content and connect with individuals or groups with similar interests or affiliations.

LE School Social Media Accounts are official accounts managed by Liwa Education (LE) institutions to facilitate communication and interaction with stakeholders, including parents, students, staff, and the wider community. These accounts serve as vital platforms for disseminating updates, sharing information about school events, programs, achievements, and fostering engagement. LE school social media accounts provide a direct channel for schools to communicate with their audience in real-time, allowing them to share important announcements, showcase student achievements, and address queries or concerns promptly. These accounts often reflect the institution's branding and values, reinforcing its identity and fostering a sense of community among stakeholders. LE school social media accounts play a crucial role in enhancing transparency, communication, and engagement between the school and its stakeholders, thereby strengthening relationships and promoting a positive school culture.

Policy:

1. Account Management and Oversight:

1.1 Ownership and Responsibility: Governing bodies and school owners bear primary responsibility for managing and supervising the content of official school social media accounts. These accounts serve as digital representations of the organization and must strictly adhere to ADEK regulations and cultural considerations. By accurately reflecting the school's values, mission, and ethos, administrators uphold the institution's online reputation and credibility. Consistency and compliance with regulatory standards further reinforce the legitimacy and reliability of the school's digital communications.

1.2 Authorized Usage: School administrations must designate authorized individuals with access to official social media accounts. This approach ensures consistency and accountability in content

production and distribution, minimizing the risk of misuse or misrepresentation. Access should be limited to qualified personnel familiar with the school's branding and messaging requirements. Authorized individuals are entrusted with managing social media accounts according to established procedures and guidelines, reducing the likelihood of inaccurate or inappropriate content and preserving the institution's online integrity.

2. Content Guidelines:

2.1 Accuracy and Authenticity: Accuracy and authenticity take precedence in social media communication for LE schools. All content posted on official social media accounts must be factual, genuine, and reflective of the school's activities and values. Rigorous content verification processes should be implemented to ensure accuracy at all times. Prioritizing authenticity and accuracy enhance the school's credibility and trustworthiness among followers and stakeholders, fostering stronger relationships and a positive reputation in the digital realm.

2.2 Respect and Professionalism: Professionalism and respect are imperative in all social media engagements. Posts, conversations, and interactions should demonstrate consideration for others, cultural sensitivity, and adherence to professional norms.

2.3 Engagement and Moderation: Active engagement with stakeholders and followers is essential for maintaining a vibrant social media presence. LE schools should encourage meaningful exchanges and conversations to promote community involvement and interaction. However, proper moderation of comments and discussions is necessary to ensure a civil and productive online environment. Clear moderation policies should be established to promptly identify and remove objectionable or inappropriate content. Prioritizing engagement and moderation demonstrate the school's commitment to fostering a safe and inclusive digital community aligned with its values and goals.

3. Compliance and Implementation:

3.1 Policy Timeline: LE schools are required to achieve full compliance with the social media policy by the commencement of the Academic Year 2025/26, with the policy taking effect at the start of the Autumn term of 2024-25. This timeline allows schools adequate time to adjust their social media usage in accordance with the policy's recommendations.

3.2 Consequences of Non-Compliance: Non-compliance with social media rules may result in legal ramifications in accordance with Federal Decree Laws and ADEK regulations. In such cases, ADEK reserves the right to intervene and enforce compliance through appropriate actions or penalties. This underscores the importance of aligning social media operations with legal requirements and policy guidelines. Compliance with the social media policy is essential for LE schools to responsibly leverage social media platforms for community development, communication, and engagement while preserving the institution's integrity and reputation.

References:

ADEK Digital Policy 8 – 8.2.

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 Law.

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Marketing Department

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