



Social Media Policy
2025-26

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Authorized Signatories:			
Principal:		Compliance Head	
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1. Overview

At Dhruv Global School Dubai, we recognize the role of social media in connecting with our students, parents, alumni, and the wider community. This policy outlines the responsible use of social media by staff, students, and parents, ensuring alignment with our values, ethical standards, and the UAE's regulatory framework.

2. Definition

Social media includes any digital platform that allows individuals or groups to create, share, or exchange content online. This includes, but is not limited to:

- Social networks (e.g., Facebook, Twitter, Instagram)
- Media sharing (e.g., YouTube, TikTok, Flickr)
- Blogs, forums, and wikis
- Messaging platforms (e.g., WhatsApp, Telegram for group/class communication)

3. Scope

This policy applies to:

- All school staff (teaching and non-teaching)
- Students and their parents/guardians
- External collaborators operating under the school's name
- Any representation of Dhruv Global School Dubai on social media platforms

4. Objectives

The policy aims to:

- Promote safe, respectful, and constructive use of social media
- Protect the reputation of the school, staff, and students
- Prevent misuse or unethical behavior online
- Encourage responsible digital citizenship among students
- Guide staff and students in separating personal and professional boundaries

5. General Guidelines for Staff & Students

i. Professional Conduct

- Ensure consent forms are signed by parents at the time of admission for use of student images
- Always represent the school with professionalism and integrity
- Use formal language when posting on school-affiliated accounts
- Personal opinions should include a disclaimer when discussing non-school-related matters

ii. Respect & Responsibility

- Treat all users with respect. Avoid defamatory, offensive, or provocative remarks

- Do not engage in arguments or controversial topics under school-affiliated accounts
- Report any misuse or harmful content to the relevant school authority

iii. Accuracy & Privacy

- Ensure accuracy of shared information. Ensure fact-check is done before posting
- Never disclose confidential information about the school, staff, students, or parents
- Always seek consent before posting photographs or videos of students, especially those on the “Do Not Publish” list

6. Parent Guidelines

- Consent forms will be signed at the time of admission regarding the use of student images
- Parents are encouraged to interact positively on official school social media channels
- Refrain from sharing private school matters publicly; use official communication channels for grievances
- Do not repost images or videos from school platforms without permission

7. Student Guidelines

- Students must follow the school’s Digital Citizenship Curriculum and Code of Conduct
- Cyberbullying, harassment, or inappropriate language will result in disciplinary action
- Students should not post or comment on school matters without permission
- All online activities during school hours must align with learning objectives

8. Content Management

- Only authorized personnel may post on behalf of the school
- All posts should align with the school’s branding, values, and community image
- Teachers managing class-specific accounts must moderate comments and interactions

9. Disciplinary Measures

Violations of this policy may result in:

- Warning or removal of posting privileges
- Formal disciplinary action as per school HR policies
- In severe cases, legal referral under the UAE Cybercrime Law

10. Monitoring and Review

- The school reserves the right to monitor public interactions and staff usage of school resources
- This policy will be reviewed annually or in response to emerging trends and issues



Official Social Media Handles of Dhruv Global School Dubai

- Instagram: @dhruvglobal.dubai
- Facebook: dhruvglobal.dubai
- Website: www.dhruv.ae