



مدرسة التفاحة العالمية
The Apple International School

Social Media Policy

This policy applies to the use of social media, whether during School/working hours or otherwise. This policy applies regardless of whether the social media is accessed using school IT facilities and equipment or equipment belonging to pupils, or any other IT/ internet-enabled equipment. Anyone setting up a social media account that is directly connected to Apple International School (using the name of Apple International School, the school logo, or clearly connected to School in any way) must follow all the guidelines in this policy.

The school's use of social networking applications has a responsibility to safeguard children, young people, and vulnerable adults. The policy requirements in this document aim to provide this balance to support innovation whilst providing a framework of good practice.

Definitions and Scope:

The school defines social media as “any websites or applications that enable users to create and share content or to participate in social networking”. Social networking sites and tools include, but are not limited to, Facebook, Twitter, Snapchat, TikTok, LinkedIn, Myspace, Flickr, YouTube and Instagram. It also includes forums and discussion boards such as Yahoo! Groups or Google Groups, online encyclopedias such as Wikipedia, and any other websites that allow individual users or organizations to use simple publishing tools.

All students of the school should bear in mind that information they share through social networking applications, even if they are on private spaces, may be subject to copyright, safeguarding and data protection legislation.

Use of social media in practice for pupils:

1. Pupil's social media on any School IT systems, School Managed Chromebooks and School IT (Google/Microsoft) accounts accessed at any time (including during online learning) and equipment/devices and any personal devices (including handheld devices, watches or any other internet enabled device) brought on to the School site or at a School activity, must comply with the students' Computer/Device Usage Agreement and the School's BYOD Policy.
2. Pupils should also follow any additional code of conduct/guidelines put in place for online learning from home.
3. Pupils must not access any social media that is for adults or content that is not age appropriate.
4. Anonymous sites must not be accessed as there is a high risk that inappropriate comments can be exchanged, causing distress or endangerment.
5. Bad, including offensive, explicit, or abusive, language and inappropriate pictures must never be included in messages or chat box.
6. All messages should be positive and not include anything that could be upsetting or defamatory towards others or the school.

7. Pupils must take responsibility for keeping the details of their accounts private, using full privacy settings and logging off properly and not allowing others to use their accounts or devices.
8. Pupils must report anything offensive or upsetting that they see online immediately to the teacher in class, the class teacher or the section head.
9. It is a serious offence to use another person's account, or to create an account in another person's name without their consent.
10. Pupils should not regard anything posted online as private.
11. An individual's "Digital Footprint" is becoming increasingly significant when it comes to job and university applications. If unfortunate decisions are made, it will be extremely difficult, perhaps impossible, to eliminate the evidence.
12. If pupils see inappropriate postings by other pupils, they must inform the school so that steps can be taken to avoid possible repercussions.

Use of social media in practice for parents:

1. Positive contributions to the school social media, such as Facebook, Google reviews, Twitter, are welcomed.
2. Any concerns or issues about the school, its pupils or staff should be expressed directly to the school and not be voiced on social media.
3. Parents must obtain permission before posting pictures that contain other parents or their children, unless sharing or liking a post from the school's official social media account.
4. If parents become aware of inappropriate use of social media by their own or other people's children, they should contact the school so that the school can work with the parents to educate young people on safe and appropriate behaviour.
5. If parents come to know of any inappropriate use of social media by other parents/students or school staff, they should inform the school so that appropriate actions can be taken.



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Ms. Jaya Menezes

Executive Principal

The Apple International School, Dubai

Enacted and enforced: 1st January 2014

Reviewed Annually

Last date of Review: 30th August 2022