



# DPS MONARCH INTERNATIONAL SCHOOL

## School Social Media Policy

### INTRODUCTION

This policy provides guidance for stakeholders' use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chatrooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner. The stakeholder, in context to this policy, is broadly defined as, but not limited to parents, students, teachers, staff and management members, vendors and customers, directly or indirectly related to the business operations of DPS Monarch International School (DPS MIS). DPS MIS in general is referred to as "company" in context to this policy.

### PROCEDURES

The following principles apply to professional use of social media on behalf of DPS Monarch International School as well as personal use of social media when referencing DPS Monarch International School. All Stakeholders need to know and adhere to the DPS Monarch International School Code of Conduct listed in the School's Almanac, and other company policies when using social media in reference to DPS Monarch International School.

- The Stakeholders should be aware of the effect their actions may have on their good standing/stature in the society at large and the image, as well as the image of DPS Monarch International School. The information that stakeholders post or publish may be public information for a long time.
- The Stakeholders should be aware that DPS Monarch International School may observe content and information made available publicly through social media. Stakeholders should use their best judgment in posting material that is neither inappropriate nor harmful to DPS Monarch International School and other Stakeholders.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Stakeholders are not to publish, post or release any information that is considered confidential, sensitive, or not for public consumption. If there are questions about what is considered confidential and sensitive, the Stakeholders should check with the Principal or the Head Mistress. The school management, including the principal, reserves the right to classify any data or information as confidential and is not fit to be published or discussed in the public domain.



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- Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. Stakeholders should refer these inquiries to authorized DPS Monarch International School spokespersons.
- If Stakeholders find /encounter a situation while using social media that threatens to become antagonistic, Stakeholders should disengage from the dialogue in a polite manner and seek the advice of the principal.
- Stakeholders should get appropriate permission before they refer to or post images of current or former Stakeholders, members, students, vendors, or suppliers. Additionally, Stakeholders should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.
- Social media use shouldn't interfere with stakeholders' responsibilities at DPS Monarch International School. The computer systems of the school are to be used for business purposes only. When using [Company's] computer systems, use of social media for business purposes is allowed (these are examples, but not limited to Facebook, Twitter, DPS Monarch International School blogs, and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action including termination.
- Subject to applicable law, after-hours online activity that violates DPS Monarch International School's Code of Conduct or any other company policy may subject a Stakeholder to disciplinary action or termination.
- If Stakeholders publish content after-hours that involves work or subjects associated with DPS Monarch International School, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent DPS Monarch International School's positions, strategies or opinions."
- It is highly recommended that Stakeholders keep DPS Monarch International School related social media accounts separate from personal accounts and always hold the image of the school in high esteem.
- If any offensive material is used against any stakeholder, the Management reserves the right to refer the matter to Qatar Government officials for appropriate legal action as per prevailing law.



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- **DPS Monarch International School wants to assure you that the purpose of uploading the photos and videos of our staff, students & teachers on social media is solely for educational purposes to showcase our students' achievements, talents, and growth. These photos and videos may be used in school-related materials such as Newsletters, yearbooks, Brochures, Posters, and school Websites. However, we take the privacy and safety of our students, teachers, and staff very seriously. Therefore, we ensure that all publicly shared photos do not contain personal or sensitive information. Additionally, we adhere to strict guidelines and protocols to ensure that the images are used responsibly and by Qatar's applicable privacy laws and regulations.**

### **Note:**

**If you have any concerns or objections regarding the use of photos or videos of yourself or your child, please do not hesitate to reach out to our school office.**