




**BLOOM WORLD
ACADEMY**

Reference Number

BWA-16

Social Media Policy	
Audience and coverage	School Staff
First release date	September 2022
Last reviewed	August 2024
Next review	August 2025
Owner	Medina Malik – Head of School Administration
Reviewer	John Bell – Principal 



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1. Introduction

The purpose of this policy is to define the social media policy for “Bloom World Academy” and its community of parents, students, teachers and staff. The policy defines the guiding principles for the acceptable use of social media by the school community. Social media refers to social networking platforms including but not limited to Facebook, Instagram, YouTube, Twitter, and LinkedIn.

It is the official policy of BWA to communicate with parents primarily through electronic means, specifically by email and our weekly community newsletter. This decision was made to streamline communication and reduce paper waste, while also ensuring that important information reaches parents in a timely and efficient manner. While hard copies of important documents may still be made available upon request, electronic communication is the primary method used by BWA for all official communication with parents.

All members of the school community should read this document carefully and be fully aware of its contents and guidelines. Parents/Guardians will all be requested to read the policy and sign the media consent form in Appendix I on behalf of their children.

Does this policy only apply to social media?

While online and social media are now the most common forms of media in the world, the same guidelines apply to traditional media such as print, broadcast (television, radio), outdoor billboards and banners.

Why do we use social media at Bloom World Academy?

To address the fast-changing landscape of the Internet and the way we communicate and obtain information online, school departments may use social media tools to engage with our school community and with a broader external audience. Where appropriate, BWA encourages the use of social media to further the mission and vision of the school. Moreover, the school has an overriding interest in determining what is communicated on its behalf on social media sites.

What do we share and why?

From time to time, BWA may publish student work and photos of students and staff involved in educational and extra-curricular activities, for educational, communications and public relations purposes. These materials include but are not limited to classroom activities, BELAs, school events, concerts, plays, sports and training, school trips, regional activities or general testimonials. We may take photographs of students, faculty and staff to share all that BWA has to offer. We may use these images to promote our school via school displays, print publications, school website and social media platforms, press articles, billboards and other promotional channels. For safeguarding purposes, full student names are never included in social media posts.

Due to the unique nature of our school and the programmes and initiatives we offer, from time to time, BWA may also be visited by the media and external providers who may take photographs or video footage of a high-profile event. Students may appear in these images, and the images may sometimes be published in local or national newspapers and/or approved websites.

As a Bloom Education school, BWA may also share material with our managing organisation, Bloom Education, and schools within the wider school network – to promote our best practices and school life at



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BWA and Bloom Education in all its forms. This may include academic learning, curriculum and extra-curricular activities in order to give viewers a deeper understanding of BWA and all that comes with it.

Where do we share information?

Content may be used and/or posted by BWA, Bloom Education, its affiliates, and schools that are members of the Bloom Education family of schools. This includes:

Internal Publications

- School newsletters
- Reports and articles
- Presentations
- BWA web-based and/or mobile applications which can be accessed and viewed by the BWA community only

External Publications

- The official school website
- The official website of Bloom Education
- BWA social media platforms (including but not limited to Facebook, Instagram, Twitter, YouTube, and LinkedIn)
- Local newspapers and articles
- Print publications and promotional materials, such as newsletters, brochures, etc.
- Advertisement platforms, such as outdoor and/or digital banners and billboards

BWA may transfer the print material to Bloom Education or to other service providers for processing the material and preparing it for final print publications specifically for purposes identified in this consent form.

Does this policy cover visiting partners?

From time to time, external education partners will visit the school and may request photo/video coverage of their visit, talks and presentations and/or student reactions. Staff members coordinating these visits should ensure that partners provide their own media consent form for parents of the respective grades to sign.



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2. Child Protection, Privacy and Digital Safety

BWA champions safe digital citizenship including, protecting our children's privacy online and helping them maintain a responsible digital footprint. In this regard, we adhere to the following guidelines on Child Online Protection by UNICEF as well as BWA's own [safeguarding policy](#):

1. Integrating child rights considerations into all appropriate corporate policies and management processes.
2. Developing standard processes to address inappropriate material.
3. Creating a safe and age-appropriate online environment.
4. Educating children, parents, and teachers about children's safety and their responsible use of technology.
5. Promoting digital technology as a mode for further civic engagement.

Creating a Healthy and Safe Online Presence for our Students

Social media can be used for good: to share best practices, provide an authentic audience for student work, cultivate digital citizenship among their students, and build more connected school communities. To be responsible digital citizens, our students need educators who model positive, creative and responsible social media use. To this end, BWA is dedicated to:

1. Establishing transparent social media policies and communicating these to our entire community.
2. Using parental consent/opt-out forms.
3. Protecting students' personally identifiable information and confidentiality. This includes removing or blurring identifying information such as individual student names on post captions, certificates, name tags and handwriting and location.
4. Protecting information such as grades, assessments, or any part of a student's educational record.
5. Facilitating classroom discussion around social media posting.
6. Promoting safe digital citizenship.
7. Using our learning management systems to share extensive classroom work in a private forum accessible by parents only.



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3. Policies and Guidelines

BWA encourages the responsible use of social media. The responsible use of social media can be positive for learning, teaching and the cohesion of the BWA community. These guiding principles should be adopted by any member of the BWA community who wishes to either represent or post about the school online.

- 1) When using social media, our community members are expected to follow the principles below:
 - Nominate content creators who have demonstrated sound judgment and responsible decision-making, and ensure that they post content that reflects the values of the school community, enhances the school's reputation, and respects audience sensitivities.
 - Prioritise child safety above all else.
 - Focus on communicating and celebrating our school's mission, vision, values and educational offerings.
 - Celebrate our school's core values and sustainability in all forms.
 - Respect the rights and confidentiality of others.
 - Do not impersonate or falsely represent another person.
 - Do not bully, intimidate, abuse, harass, or use offensive language towards others.
 - Do not make defamatory comments.
 - Do not post content that is hateful, threatening, pornographic or incites violence against others.
 - Do not harm the reputation and good standing of BWA or any member of its school community.
 - Adhere fully to the UAE Government's Federal media regulations.
- 2) Parents or guardians should communicate with students about the appropriate use of social media so that students understand and follow the guiding principles listed in this document.
- 3) The following persons comprise BWA's management team for social media:
 - a. The school's Marketing Manager is the primary person in charge of social media management, with the school's Senior Leadership Team serving as an advisory body.
- 4) The intellectual property rights for BWA and Bloom Education are protected and cannot be used without written permission by external parties such as partners, suppliers, students, parents and activity/social groups run at the school.
 - a. This includes but is not limited to the names and logos of BWA and Bloom Education.
 - b. Any party seeking to create or manage the school's sub-accounts with page names containing "BWA" or "Bloom World Academy" (with the intention of sharing content related to the school), or Bloom Education, as well as the use of logos containing the school's brand design, must seek written approval from the school's management before they can be created or used.
- 5) Where photography is permitted in school, parents may take photographs or video of their own children and use such content at their discretion. However, should the content be published on social media or elsewhere, parents must ensure that no other children are recognisable in the



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content. If any other child is recognisable, it is the parent's responsibility to obtain the permission of the parent to publish the content.

- 6) Breaches of this policy will be investigated by the school's management. If certain online activities are deemed illegal or defamatory, the school may seek guidance from professionals, such as social workers or legal advisors, or from the responsible authorities.



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APPENDIX I Parent Media Consent Form (please fill out one form per child)

To comply with our [Child Safeguarding Policy](#), the [Federal Law No. 5 of 2012 on Combatting Cyber Crimes](#) and its amendment by the Federal Law No. 12 of 2016, UAE, we need your permission before we can photograph or make any recording of students attending Bloom World Academy.

Parent/Guardian Consent

By giving consent to this form, the Parent/Guardian hereby understands and agrees to the following:

- To give consent to BWA and members of the Bloom Education network to use student work, photos and material for the purposes listed above, on any platform in an edited or unedited format, in print or digital format, at the discretion of BWA or Bloom Education.
- Students may be identified by the print publications and material listed above.
- The content may be used wholly or partially.
- Content shared on the school's platforms, including its website and social media accounts, will be the property of BWA.
- BWA may edit the content at the school's discretion; as such, the school may use the material in any form (photography/videography) and produce more than one copy for the purposes mentioned above and in accordance with this form.
- BWA and Bloom Education may engage sub-processors to process students' personal data, work and photos on behalf of content management, marketing and promotional purposes (i.e. social media marketing).
- The parent/guardian/student will not be entitled to any fees or compensation of any kind for being featured in any material published.
- The parent/guardian waives the right to inspect or approve content and material that may be published by BWA.
- In giving consent, the parent/guardian hereby releases BWA and Bloom Education, their employees, agents, officials, representatives and contractors from any responsibility for any damage resulting from use of the material in any manner whatsoever.
- Parent/guardian/student's personal email, postal addresses, or telephone numbers will not be published in any of our internal or external publications.
- This form is valid indefinitely from the date of signature.

Parent/Guardian Rights

The parent/guardian is able to withdraw his/her consent to the processing of the student's personal data, work and photos by asking BWA to stop using the student's personal data, work and photos and any other print material featuring the student at any time, in which case the student's personal data, work and photos will not be used in any future publications but may continue to appear in publications already in use or circulation.



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I, Parent/Guardian:

Have read, understand and accept the school's acceptable use policy for social media accounts.

Have communicated the school's acceptable use policy for social media accounts to my child.

I, Parent/Guardian (tick below as appropriate)

**Give
Consent**

**Do Not
Give
Consent**

For my child's work or photographs to be used within school for promotional purposes in all **internal** publications (please see internal publications list under section I above)

For my child's work or photographs to be used within school for promotional purposes in all **external** publications (please see external publications list under section I above)

Name of Student: _____

Grade & Section: _____

Parent/Guardian Full Name: _____

Parent/Guardian Signature: _____

Date: _____