Oryx International School

SOCIAL MEDIA POLICY

Policy Name	Social Media Policy
Version No.	1.0
Last Update	August 2024
Policy Owner	Executive Principal

Tel. (+974) 403 600 63
reception@oryxschool.qa
www.oryxschool.qa
PO Box 22550, Building11, Street 1185, Zone 56, Barwa City Street, Doha, Qatar

Contents

1. Purpose & Scope

Social media is continually changing the way we work, offering a new platform to engage with customers, colleagues, students, teachers and the world at large.

We believe at Oryx International School that this kind of interaction can help us to build stronger and more successful business relationships.

There are many interesting opportunities for using social media to communicate, create content and share information between teachers, students, parents and other businesses. These advantages are only starting to be fully explored, but include:

> Children's increased engagement with learning

> Faster and more efficient communication with parents and alumni

> Teachers sharing ideas, content, support and advice.

> Parent's feedback about and engagement with the school

> Increased brand awareness

> Connect with other schools/businesses to form new professional relationships

This policy aims to:

> Set guidelines and rules on the use of school's social media channels

> Establish clear expectations for the way members of the school community engage with each other online

> Support the school's policies on data protection, online safety and safeguarding.

Staff, students and parents are required to read, understand and comply with this social media policy.

This policy applies to the use of social media for both business and personal purposes, whether during school/working hours or otherwise.

It applies regardless of whether the social media is accessed using:

> School IT facilities and equipment

> Equipment belonging to members of staff and students.

> Any other IT/Internet-enabled equipment

All members 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. Everyone must also operate in line with the

school's equalities, behaviour, child protection, safer recruitment, and online safety and ICT acceptable use policies.

Oryx International School wants to encourage employees, students, parents and alumni to contribute to social media, while highlighting the very real risk that careless and inappropriate posts have to potentially damage personal reputations and tarnish the school brand.

1.1 Definition of social media

For the purposes of this document, 'social media' is considered to include all technologies that allow individuals to communicate and share information (including photos and video). This includes group messaging services such as WhatsApp.

2. Use of official school social media

The school's official social media channels are as follows:

> Facebook   https://www.facebook.com/OryxSchool/
> Instagram   https://www.instagram.com/oryx_school/
> LinkedIn   https://www.linkedin.com/company/oryx-international-school
                 https://www.linkedin.com/groups/12670080/ (Alumni Group)
> YouTube   https://www.youtube.com/@oryxinternationalschool9693/

These accounts are managed by our school Marketing Team:

- Lauren Taylor, Head of Marketing & Admissions
- Jesus Ochoa Daza, Media & Events Coordinator.

Staff members who have not been authorised by the school Head of Marketing & Admissions to manage, or post to, the account, must not access, or attempt to access, these accounts.

If you have suggestions for something you'd like to appear on our school social media channel(s), please speak to Jesus Ochoa Daza jesus.ochoadaza@oryxschool.qa

2.1 Strategy & Approach

Posting once a day on social media will get us some engagement, shares, and traffic, however we should aim to be far more present and strategic on our school social media platforms if we are going to effectively capture and target our different audiences.

This is why there needs to be a joint effort from both the school staff and our in-house marketing team, to ensure that we are providing consistent, interesting and engaging

content online. This content should reflect not just school events and happenings, but also triumphs, curricular highlights, awards and promotional content (IE Admissions open).

Interactions made on our school social media channels are done so to predominantly obtain one or more of our core strategic missions:

- Seed positive stories or successes about our students and school in order to demonstrate our expertise and live our vision & values

- Position us as Experts in the field of education, by engaging in relevant discussions with influencers or notable sources of reference.

- Support us to drive our organic online presence and brand recognition

2.2 Facebook

Facebook is a low volume / high value network. As such, our Marketing strategy is to not post over-frequently as our followers can get annoyed or frustrated with too many posts.

We try to make each post count by offering something valuable to our audience and offering a window into life at Oryx. This is one of the most used platforms by our Parents and our Facebook "Group" is predominantly utilised to engage current and prospective parents in this community.

The school will typically post on Facebook:

> Advertisements for school events or activities

> Links to newsletters, guidance and factsheets for parents and carers

> Achievements of students and staff

> Photos or posts about school trips, events and activities

> Seasonal greetings and messages about religious festivals

> Invitations to provide feedback

> PR & Press – where our school is mentioned in official sources such as Newspapers and/or Magazines, to share/ tag these sources

The school **will not** post on Facebook:

> Names and photos of individuals (unless they have given consent)

> Photos/Videos of low resolution and/or grainy

> Harmful or abusive comments

> Messages to specific people

> Political statements

> Advertisements for businesses unless directly related to the school

> Links to staff members' personal account

> Surveys that reveal personal information about individuals

> The sale of goods for commercial gain

> Images/videos of students with clothing above the knee (particularly girls) or showing exposed shoulders

> Endorsements for suppliers i.e., "Lovely new whiteboard from @suppliersname"

2.3 Instagram

Instagram is a similar type of platform to Facebook in the sense that it is high value. This is probably the most popular of our social media channels at present day.

Being the most visually driven of all our social channels, we try to curate content that is engaging to optimise website Click Through Rates through short stories (for example when we publish a new "News" item.)

This platform is used by our students and parents alike, so content needs to be engaging and aesthetically stimulating, as well as using the right combination of hashtags to grow our organic reach.

For our existing followers, to drive community, we often use posts that feature hashtags such as #OryxFamily and #GoOryx, whereas to drive our organic reach, we will use hashtags linked to international events (#WorldBookDay for example) or #BritishEducation. While we also support local Qatari campaigns such as #MyValuesShapeMyIdentity.

The school posts on Instagram:

> Alerts about changes (e.g., changes to procedures, severe weather updates, staffing changes) IN STORIES

> Reminders (e.g., approaching deadlines, events or class activities, reminders about policies/procedures) IN STORIES

> Advertisements for school events or activities IN STORIES & POSTS

> Links to newsletters, guidance and factsheets for parents and carers IN STORIES

> Achievements of students and staff IN POSTS, REELS & STORIES

> Photos or posts about school trips, events and activities IN POSTS, REELS & STORIES

> Seasonal greetings and messages about religious festivals IN POSTS, REELS & STORIES

> PR & Press – where our school is mentioned in official sources such as Newspapers and/or Magazines, to share/ tag these sources IN STORIES & POSTS

The school **will not** post on Instagram:

> Names and photos of individuals (unless they have given consent)

> Photos/Videos of low resolution and/or grainy

> Harmful or abusive comments

> Messages to specific people

> Political statements

> Advertisements for businesses unless directly related to the school

> Links to staff members' personal account

> Surveys that reveal personal information about individuals

> The sale of goods for commercial gain

> Images/videos of students with clothing above the knee (particularly girls) or showing exposed shoulders

> Endorsements for suppliers i.e., "Lovely new whiteboard from @suppliersname"

2.4 LinkedIn

LinkedIn is very much a B2B Platform, and as the school operates solely for the children of employees of QR & approved subsidiaries, this is an ideal platform for us to position ourselves.

LinkedIn is the most appropriate platform to engage with our marketing efforts for staff, teachers and collaborators which is why it is here that we will post vacancies, placement opportunities and/or CPD highlights.

The school LinkedIn account was opened in 2023, and is registered as an "Education Page" – a hub where our staff, as well as students can "add" to their own LinkedIn profiles where they work (staff) or where they have studied (alumni). This is an excellent way, particularly, for us to track and keep in touch with our graduating students.

In that regard, the school also operates the private member-only "Oryx Alumni Community" Group on LinkedIn, where we engage directly with our past students, in a more private forum (i.e., content we do not wish to share with our competitors)

The school posts on LinkedIn:

> B2B promotion with QR, subsidiaries in particular

> Partnerships with other educational institutions (BSO, COBIS, Eco-Schools etc.)

> Advertisements for school events or activities

> Job vacancies or requests for volunteers

> Links to newsletters, guidance and factsheets for parents and carers

> Achievements of students and staff esp. CPD awards of staff members or school

> Professional exchanges B2B or B2C

> Photos or posts about school trips, events and activities

> Seasonal greetings and messages about religious festivals

> Invitations to provide feedback

> Messages/comments/tags to specific people

> Tags / Links to staff members' personal account (only for professional reward/ recognition)

> PR & Press – where our school is mentioned in official sources such as Newspapers and/or Magazines, to share/ tag these sources

The school **will not** post on LinkedIn:

> Names and photos of individuals (unless they have given consent)

> Photos/Videos of low resolution and/or grainy

> Harmful or abusive comments

> Political statements

> Advertisements for businesses unless directly related to the school

> Endorsements for suppliers IE "Lovely new whiteboard from @suppliersname"

> Surveys that reveal personal information about individuals

> The sale of goods for commercial gain

> Images/videos of students with clothing above the knee (particularly girls) or showing exposed shoulders

2.5 YouTube

YouTube is a low volume / high value network. Short, engaging videos showcasing a variety of content / hot topics are what viewers look for.

As such, the school YouTube channel is predominantly used to showcase the musical and creative talents of our students and school.

The school posts on YouTube:

> To upload school videos, whether they are recreational or educational.

> Achievements of students and staff in video-format

The school **will not** post on YouTube:

> Names and photos of individuals (unless they have given consent)

> Photos/Videos of low resolution and/or grainy

> Harmful or abusive comments

> Messages to specific people

> Political statements

> Advertisements for businesses unless directly related to the school

> Links to staff members' personal account

> Surveys that reveal personal information about individuals

> The sale of goods for commercial gain

> Images/videos of students with clothing above the knee (particularly girls) or showing exposed shoulders

2.6 Moderation & Engagement

It is important to address the growth of the school presence online and take necessary steps online to maintain the reputation of the school and wider QR and Orbital organisations.

Not only are we aiming to put out great content on social media platforms, but we are also looking deeper into online forums, social media groups and Google reviews.

Frequently we have online users who enquire about our school and give their positive/negative feedback on their experience. It is important for every employee to be vigilant and report any inappropriate comments to the Head of Marketing & Admissions immediately. Lauren.Taylor@oryxschool.qa

When addressing school complaints, it is best to switch from a defensive to an offensive position. While individual situations should be addressed directly, there may be widespread issues that warrant community feedback. Otherwise, we can take it offline and provide our email details to liaise directly with the postee to better understand/resolve their issue.

With Online Forums, there is no simple way of "deleting" feedback given. For this reason, it is important to spend time addressing who is the sender, and what we can do to take action in the most appropriate way. If the comment is in relation to a current parent, it is most effective to arrange a face-to-face meeting to resolve the issue at hand. In this instance, the Executive Principal/appropriate member of SLT will be contacted by the Head of Marketing & Admissions to inform them about the particular issue, to see if it can be addressed locally before taking it any further.

School Devices Any photos or video content for social media posts may only be taken using school cameras/devices or devices that have been approved in advance by the school ICT department. Where any device is used that does not belong to the School or Group (for example hiring external photographers/videographers or photographs

provided by our ASA Providers) these should come attached to their own agreement detailing terms of use prior to taking these images.

Staff responsible for our social media accounts will delete as soon as reasonably possible:

> Abusive, racist, sexist, homophobic, politically incorrect, inflammatory comments, and anything that may contradict the Qatari values and sensitivities.

> Comments we consider to be spam.

> Personal information, such as telephone numbers, address details, etc.

> Posts that advertise commercial activity or Charitable Partnerships, unless they are in line with the school's strategy and are approved (For example, Spring International Fair)

> Surveys that have not been approved and where data privacy rights have not been made clear and personal data handling measures have not been considered.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's Complaints Policy and Anti-Bullying Policy. If users are repeatedly abusive or inappropriate, they will be blocked.

Staff responsible for our social media accounts will also ensure that all content shared on social media platforms is age appropriate for the school community, as well as being in line with local Qatari sensitivities and norms.

Finally, a point on getting the balance right between own content & re-shares.

We must remember that Oryx social media channels have been set up in order to push our OWN content and success stories. The channels are not in place to push the actions of others.

While we think it is important to re-post / share information from other relevant and on-topic sources, we must ensure a balance between own-content and re-posts/shares.

2.7 Following other social media users

With the ever-growing popularity of social media channels, it is imperative to ensure that we are aligned with and "follow" or "like" the most appropriate organisations / public figures.

As a result, existing and new moderators of the school social media channels should ensure that official school accounts continue to comply with this rule.

For example, no school social media account should "follow" inappropriate accounts, such as personal friends, celebrities or irrelevant organisations. Our accounts should only be used to "follow" or "like" those individuals or organisations that are useful to our own organization.

The school:

> Will only 'like' / 'follow' or 'tag' other accounts/ pages that are in line with the aims and expectations of our school and culture. For example:

  o Educational accounts/groups/pages/influencers

  o Qatar Airways & Subsidiary Companies

  o Official Partner Nursery Schools

  o Approved After School Activity Providers

  o Relevant local, national or international press

  o Educational associations or governing bodies

> Being 'liked' or 'followed' by us does not imply endorsement of any kind

3. Personal use of social media by staff

Please note while we recommend members of staff make their personal social media profiles unidentifiable to students, we understand many staff will use sites such as X (formerly Twitter) or LinkedIn for professional purposes.

However, under all guises the school expects all staff (including academic, non-academic, contractors, Board members/ governors, volunteers) to consider the safety of students and the risks (reputational and financial) to the school when using social media channels, including when doing so in a personal capacity. Staff are also responsible for checking and maintaining appropriate privacy and security settings of their personal social media accounts.

Staff members will report any safeguarding issues they become aware of, while engaging in activity on their personal social media accounts, that may pertain to any of our students.

When using social media, staff **must not**:

> Use personal accounts to conduct school business.

> Accept 'friend requests' or 'follows' from, current students or minors related to the school. (Siblings of enrolled students)

> Complain about the school, individual students, colleagues, parents/carers or make any defamatory remarks about the school community in general.

> Mention or "link" to any students using their full names or other personally identifiable details.

> Post about other colleagues/staff members without formerly obtaining their consent

> Post images of students that are personally identifiable (inc voice)

> Express personal views or opinions that could be interpreted as those of the school.

> Link their social media profile to their work email account.

> Use personal social media during timetabled teaching or work time except in a professional capacity (for example for those managing the school social media accounts)

> Associate to extremism: Do not quote or reference any person(s) or organisation(s) that are associated with radicalism, sexism, racism, political opinion etc.

> **(Advisable)** Staff should not have contact via personal accounts with past students (if ongoing communication is required, this should be using via official school channels).

When using social media, staff **may**:

> Use personal accounts to promote the educational prowess of the school

> Use personal accounts to promote their personal achievements or accolades, which may include those related to the school

> Use personal accounts to keep in touch with graduating students age 18+

> Debates & Best-Practice sharing: Social media platforms are public spaces for Oryx International School to showcase our successes, excellence and knowledge – therefore it is encouraged that you engage in conversations on relevant topics such as educational matters, as this involves us in wider debates and engages audience interaction with us, defining us as leaders in our field and living our Vision & Mission. However, in doing so you should ensure that any "opinions" or "debates" which are entered into are done so on technically sound grounds and do not involve us in arguments or political danger.

Any concerns regarding a member of staff's personal use of social media will be dealt with in line with the staff Code of Conduct & Behaviour Policy.

Any communication received from current students (unless they are family members) on any personal social media accounts must be reported to the Designated Safeguarding Lead (DSL) or member of the Senior Leadership Team immediately.

4. Personal use of social media by students

We must appreciate that use of social media by students is a fact of life. However, as an educational institution, the school encourages students to:

> Be respectful to members of others (including students, staff, parents/carers and the school) at all times.

> Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure.

> Ensure to take the appropriate action to ensure that personal profiles (such on Instagram, Facebook, Tik Tok etc) are "private".

> Open a LinkedIn account upon graduating the school, to be able to remain in touch with the [Oryx Alumni Community](#) and maintain a professional "open" account that can be useful for your applications to Higher Education Institutions and/or the world of work.

Students **should not** use social media to:

> Complain about individual members of staff, other students, parents/carers.

> Complain about the school in general.

> Make inappropriate comments about members of staff, other students or parents/carers.

> Post images of other staff, parents/carers or students without their prior permission.

Any concerns about a student's social media use will be dealt with in line with the school's Behaviour and Anti-Bullying Policies.

5. Personal use of social media by parents/carers

The school expects parents/carers to help us model safe, responsible and appropriate social media use for our students.

When communicating with the school via official communication channels, or using private/independent channels to talk about the school, parents and carers should:

> Be respectful towards, and about, members of staff and the school at all times.

> Be respectful of, and about, other parents/carers and other students and children.

> Direct any complaints or concerns through the school's official channels, so they can be dealt with in line with the school's complaints procedure.

Parents/carers **should not** use social media to:

> Complain about individual members of staff, other parents/carers or students.

> Complain about the school.

> Make inappropriate comments about members of staff, other parents/carers or students.

> Draw attention to, or discuss, behaviour incidents (or any type of incidents occurring at the school).

> Post images of children other than their own.

Every reasonable effort will be taken to politely address concerns or behaviour of individual users, following the school's Complaints Policy. If users are repeatedly abusive or post inappropriate content that's affects the school's community and policy, will be blocked by the designated moderator.

5.1 WhatsApp groups

The school operates a system of "Class Representative" for each of the class/form groups in both our Primary & Secondary departments.

This representative is the person responsible for setting up and **moderating** the official Class/Form WhatsApp groups.

Parents will be contacted via the Class/Form Tutor and asked if their personal telephone number can be shared with the Class Representative. No parent/guardian will be added without prior consent to these groups.

The intention of the group is purely conversational, to ensure that parents have access to a personalised space, common to their child's peers, where they can ask common questions, share pertinent information and engage in confidence with other parents.

When using these groups, the school encourages Parent/Guardians to

> Be respectful to other members of the group.

> Be respectful to the wider school, student, parent and staff community.

> Direct any (academic or non-academic) complaints or concerns to your child's Class/Form Tutor in the first instance, so they can be dealt with in line with appropriately.

Parents/carers **should not** use official WhatsApp Groups to:

> Contact other parents (within the group or privately) regarding complaints or issues pertaining to their child.

> Share other parents personal contact details or information.

> Complain about individual members of staff, other parents/carers or students.

> Complain about the school.

> Make inappropriate comments about members of staff, other parents/carers or students.

> Draw attention to, or discuss, behaviour incidents (or any type of incidents occurring at the school).

We expect parents/carers to follow the above social media guidelines when using class WhatsApp groups.

Any parent/carer/guardian who is deemed to be abusing or ignoring the above guidelines, will be reported to the school by the Class Representative and the matter will be handled as per our school Complaints Policy.

6. Training and awareness

School Marketing Team

New members of the school Marketing Team will undertake an onboarding training with Orbital Education Central Marketing Team prior to engaging in activities on social media on behalf of the school. In addition, they speak to the Head of Marketing & Admissions regarding local expectations, cultural sensitivities and guidelines to better appreciate and fully understand local context.

Members of the marketing Team are obligated to read and agree to this Policy prior to engaging in social media interactions on behalf of the school.

School Staff

Members of school staff are encouraged to generate content for our school social media channels, after all Oryx is a huge community consisting of nearly 2000 students and over 220 members of staff, community support is essential to ensure that we don't miss any opportunities to celebrate our students, alumni, staff and school.

At the beginning of each academic year, the Head of Marketing & Admissions will present a short overview of the Marketing, Admissions, Front of House and Ministry Liaison functions, as well as our school marketing & admissions strategies. Should any member of staff wish to have any further information pertaining to these areas, they are welcome to contact the Head of Marketing & Admissions lauren.taylor@oryxschool.qa who will be happy to support.

Parent Community

As part of the school's PTSA efforts, regular monthly workshops are run each year in line with pertinent topics and internationally recognised events (For example Safer Internet Day). Parents are encouraged to participate in these workshops, which cover a range of knowledge and tools to be able to support themselves and their children with safe engagement on the internet and social media platforms. Special Guests are often invited to such workshops, to offer invaluable insights and training to our families. If you would like to learn more about these workshops, please contact our Customer Experience Representative via email ptsa@oryxschool.qa

Student Body

As part of the curricular provision for students at Oryx International School, we provide safeguarding and social etiquette information and education for all students. This forms part of our PSHE and Safeguarding provision.

7. Monitoring and review

We reserve the right to monitor, intercept and review, without further notice, staff activities using our IT resources and communications systems, including but not limited to social media postings and activities, for legitimate business purposes.

This includes ascertaining and demonstrating that expected standards are being met by those using the systems, and for the detection and investigation of unauthorised use of the systems (including where this is necessary to prevent or detect crime). We also reserve the right to disable social media traffic on key networks within the school where the use of social networking is not appropriate, such as wi-fi and wired networks used for teaching.

8. Related policies

> Safeguarding & Child Protection policy
> ICT and Internet Acceptable use policy
> Behaviour policy
> Anti-Bullying Policy
> Staff Behaviour/ Code of Conduct policy
> Mobile Phone Use policy

9. Review and Evaluation

The Executive Principal is the custodian of this policy and will review on an annual basis. In addition, the Head of Marketing & Admissions will also review this policy to ensure that it is updated to reflect the needs and circumstances of the school. Any changes/recommendations will be presented to the Executive Principal for final review and approval, in partnership with the School Board and the Regional Head of Schools.