



مدرسة الأمانة الخاصة

Al Amana Private School, Sharjah

AAPS VISION “Every child is a God given Amana, to be educated and developed into balanced individuals with well-rounded personality”

	DIGITAL CONTENT MANAGEMENT	Document ID
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DIGITAL CONTENT MANAGEMENT POLICY

This Document Has Been Reviewed and Approved By:

Name	Position	Department



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1. OPENING STATEMENT

Managing digital content on the website/Online resources of any organization is an important task that has to be monitored and updated very seriously because the stakeholders have an access to it all the time. In addition to that, some content is visible to the outsiders who might visit the website to check the content.

2. POLICY STATEMENT

The Al Amana Private School Digital Content Management Policy is devised to cover all the important aspects related to the digital content management, such as the information on the website, the picture/videos shared and uploaded on the website and in student login, the document and policies uploaded for referral purposes and also the management of social media content and access to the content uploaded on the media along with the corrective instructions and guidance to the stakeholders to use the content wisely; keeping intact the privacy and safety of all the visitors, students, staff and parents.

3. SCOPE OF THE POLICY

The Al Amana Private School Digital content management policy will cover all the important aspects related to digital contents whether it be the documents, information, safety tips, posters, pictures, news, communication or the details in the student login, and also the comments and contents on the social media and sharing/ uploading of it.

4. ROLES & RESPONSIBILITIES:

The E-Safety Officer will be responsible for the final uploading and checking of the contents on the digital media and the technical details related to it, and also to rectify any problems related to them. The DPO will also rectify the complaints related to Digital media content.

Members of the Managing Digital Content in E-safety Group will assist the E-Safety Officer in:

- 4.1. Displaying /publishing / monitoring the school e-safety policy / documents.
- 4.2. Developing / designing and publishing E-safety tips for children in order to make them aware about their internet activities



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- 4.3. Designing guidelines for parents and teacher to have a friendly and natural conversation with your children about online safety
- 4.4. Publishing e-safety posters, presentations, videos and various useful documents for children of different age group, teachers, staffs and parents.
- 4.5. Collecting and displaying all the online safety issues and solutions in E-safe resources.
- 4.6. Updating any information, communication via circular/SMS and devising content to be displayed on the school website/Student Login.

The School E-Safety Team is responsible to:

- 4.7. Discuss Internet Safety and Develop an Online Safety Plan with children before they engage in online activity.
- 4.8. Supervise Young Children’s Use of the Internet, including periodically checking their profiles and posts. Keep electronic devices in open, common areas of the home and consider setting time limits for their use.
- 4.9. Review Games, Apps, and Social Media Sites before they are downloaded or used by children. Pay particular attention to apps and sites that feature end-to-end encryption, direct messaging, video chats, file uploads, and user anonymity, which are frequently relied upon by online child predators.
- 4.10. Adjust Privacy Settings and Use Parental Controls for online games, apps, social media sites, and electronic devices.
- 4.11. Tell Children to Avoid Sharing Personal Information, Photos, And Videos Online in public forums or with people they do not know in real life. Explain to your children that images posted online will be permanently on the internet.
- 4.12. Teach Children about Body Safety and Boundaries, including the importance of saying ‘no’ to inappropriate requests both in the physical world and the virtual world.
- 4.13. Encourage Children to tell Parents, Guardian, and Or Other Trusted Adult if anyone asks them to engage in sexual activity or other inappropriate behavior.

5. SOCIAL MEDIA GUIDELINES

Social media refers to online tools and services that allow any Internet user to create and publish content. Social media allows those with common interests to share content easily, expanding the reach of their ideas and work. Popular social media tools include Face book, Twitter, LinkedIn, blogs, YouTube and Flickr to name a few.



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5.1. STUDENTS: SOCIAL MEDIA GUIDELINES:

- 5.1.1. Not join any social networking sites if they are below the permitted age (13 for most sites including Face book and Instagram)
- 5.1.2. Not access social media on school devices, or on their own devices while they're at school
- 5.1.3. Inform parents when they are online.
- 5.1.4. Think before you post. To use discretion when posting to the internet.
- 5.1.5. School-related images or content posted without permission to be removed from the internet.
- 5.1.6. Do not misrepresent yourself by using someone else's ID.
- 5.1.7. Users should keep their passwords secure and never share passwords with others. If someone tampers with your blog, email, or social networking account without you knowing about it, you could be held accountable.
- 5.1.8. Cyber bullying is considered an act of harassment.
- 5.1.9. When responding to others, remember to be respectful and avoid comments that may be hurtful. Do not use profane, obscene, or threatening language.
- 5.1.10. Only accept invitations to share information from people you know.

5.2. FACULTY & STAFF SOCIAL MEDIA GUIDELINES:

- 5.2.1. Higher authority should provide opportunities to discuss appropriate social networking use by staff on a regular basis and ensure that any queries raised are resolved swiftly and should ensure there is a system in place for regular monitoring.
- 5.2.2. School staff should ensure that they are familiar with the contents of this policy and its relationship to the schools standards, policies and guidance on the use of ICT and e- safety and must comply with this policy where specific activities or conduct is prohibited.
- 5.2.3. Staff must not place a child at risk of harm.
- 5.2.4. Staff must follow statutory and school safeguarding procedures at all times when using social media.
- 5.2.5. Staff must report all situations where any child is at potential risk by using relevant statutory and school child protection procedures
- 5.2.6. Staff must maintain the reputation of the school, its staff, its parents, its wider community and their employers.
- 5.2.7. Staff must not use social media to criticize or insult their school, its staff, its parents, or its wider community.
- 5.2.8. Staffs are responsible for their actions (and its consequences) whenever they use social media.



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- 5.2.9. Staff must be given explicit permission to use social media on behalf of their school by a school leader.
- 5.2.10. Staff must not reveal any other private or confidential school matters when using any social media.

5.3. PARENTS: SOCIAL MEDIA GUIDELINES:

- 5.3.1. Parents should expect communication from teachers prior to their child’s involvement in any project using online social media applications, i.e., Facebook, blogs, etc.
- 5.3.2. Parents will need to sign a release form for students when teachers set up social media activities for classroom use.
- 5.3.3. Parents will not attempt to destroy or harm any information online.
- 5.3.4. Parents will not use classroom social media sites for any illegal activity, including violation of data privacy laws.
- 5.3.5. Parents are highly encouraged to read and/or participate in social media.

School websites and some digital services provide schools with excellent opportunities to broadcast their achievements to a wide audience. Details of the school, its curriculum and its facilities can and do provide a showcase for the activities of staff and pupils. As part of our school activities, the may occasionally take photographs or videos of the children. These could be individually or in groups. The School uses these to record achievement and to celebrate those achievements within the school.

However, the school also might wish to use these images in many other ways: such as.

- school website
- school displays
- school publicity material
- school newsletter
- local or national media
- Facebook page
- Digital images or videos of your child to be used on the official school web site.
- Digital images or videos of your child to be used on the school’s official Face book page.
- Digital images or videos of your child to be used in internal displays.



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6. REFERENCES:

1. E-Safety School Framework Manual.
2. School website<https://www.amanaschool.com/>

Related Policies:

1. Al Amana School Website Policy
2. Al Amana Digital content Management Policy
3. Al Amana Child Protection Policy.
4. E-Safety Policy.

AL AMANA PVT SCHOOL مدرسة الأمانة الخاصة



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AAPS MISSION

“To discover the students’ potential, nurture and transform them into responsible world citizens”