مدرستنا الثانوية الإنجليزية ، الشارقة - بنات
Our Own English High School, Sharjah-Girls

School Website and Digital Content Publishing Policy

Implemented	: April 2014
Reviewed	: May 2026
Next Review	: May 2027

Compiled by : SLT & SMT

Approved by: Ms. Asma Gilani, Principal & CEO

Rationale

Our Own English High School, Sharjah (Girls) recognises that the school website and official digital platforms play an important role in communication, engagement, celebration of achievement, and the promotion of the school's vision, values and educational provision. This policy ensures that all content published through official school channels is accurate, appropriate, inclusive, respectful, safeguarding-compliant and aligned with school, GEMS and regulatory expectations.

- To provide clear, timely and accurate information to parents, students, staff, prospective families and the wider community.
- To celebrate student learning, school events, achievements and initiatives in a positive and respectful manner.
- To support communication between the school and stakeholders through approved digital channels.
- To promote safe, responsible and ethical use of digital content.
- To protect the privacy, dignity and safety of students, staff, parents and all members of the school community.

Scope

This policy applies to all content created, submitted, approved or published on behalf of the school, including the school website, newsletters, official social media platforms, digital displays, online learning platforms, promotional materials and any other official digital communication channels. It applies to all staff, students, parents, visitors, contractors and authorised contributors involved in producing or sharing school-related content.

Safeguarding and Online Safety

- The safety, wellbeing, privacy and dignity of students are paramount in all published content.
- No content will be published that could identify, locate, contact, embarrass, harm or place a student, staff member or parent at risk.
- Student images, videos, names, work samples and achievements will only be published in line with valid consent and school safeguarding procedures.
- Personal information such as home addresses, personal phone numbers, personal email addresses, admission numbers, medical details or sensitive family information will not be published.
- Any safeguarding concern linked to online content, image use, digital communication or external sharing must be reported immediately to the Designated Safeguarding Lead or relevant senior leader.

Consent, Images and Student Work

- Written consent must be obtained from parents or guardians before publishing student photographs, videos, audio recordings or identifiable work.
- Consent preferences must be checked before any content is published, and incomplete consent forms will be treated as no consent given.
- Parents and adults may withdraw consent at any time by informing the school in writing.
- Images and videos will be used only for the purposes stated in the relevant consent form and will reflect the school community positively and respectfully.
- Student photographs will not be labelled with full names. Where identification is required, only first name, grade or class may be used, subject to consent and safeguarding approval.

- Close-up individual images of students will only be used where there is a clear educational or celebratory purpose and appropriate consent is in place.
- Only images of students who are appropriately dressed and engaged in suitable school-related activities will be published.
- Student work will be reviewed before publication to ensure that it does not include personal details, inappropriate references, copyright breaches or confidential information.
- Reasonable measures will be taken to prevent misuse of published images; however, the school recognises that complete control over redistribution cannot be guaranteed once content is available on public platforms.

Content Standards

- All published content must be accurate, current, inclusive, respectful, professional and appropriate for the intended audience.
- Content must support the school's values and must not include discriminatory, defamatory, misleading, offensive, political, commercial or inappropriate material.
- Written content must be checked for spelling, grammar, accuracy, tone, copyright compliance and suitability before publication.
- External content, references, images or resources must be used only where the school has permission or where they are appropriately licensed for use.
- External websites or resources may be referenced only after they have been checked for suitability, relevance, safety and appropriateness for the intended audience.

Access, Roles and Approval

- Access to publish or edit official digital content will be role-based and limited to authorised users.
- Contributors may prepare and submit content but must not publish directly unless specifically authorised.
- Editors or section heads will review submitted content for accuracy, quality, appropriateness, safeguarding and consent compliance.
- Administrators will upload or publish content only after the necessary review and approval have been completed.
- Content that represents the school externally or carries reputational, safeguarding or regulatory significance must be approved by the Head of School, Principal or delegated senior leader before publication.
- Staff must use only approved school systems and official channels for school-related digital communication and publication.

Privacy and Data Protection

- The school will handle personal information in line with privacy, safeguarding and data protection expectations.
- Only the minimum necessary information will be published for any educational, celebratory or communication purpose.
- Records of consent, objections and withdrawals will be maintained and checked before publication.
- Requests to remove personal details, images or content will be reviewed promptly by the relevant senior leader and actioned where appropriate.
- Confidential, sensitive, safeguarding-related or health-related information must never be published on public platforms.

Monitoring, Maintenance and Review

- The school website and official digital platforms will be reviewed regularly to ensure that content remains accurate, relevant, accessible and appropriate.
- Outdated, inaccurate or non-compliant content will be corrected or removed as soon as it is identified.
- New pages, posts or updates will be checked after publication to ensure correct formatting, accuracy and functionality.
- At least two authorised staff members should have the knowledge and access required to maintain continuity of website and digital content management.
- This policy will be reviewed annually, or earlier if required due to changes in safeguarding guidance, privacy expectations, technology use, regulatory requirements or school procedures.