



مدرسة برستين الخاصة
PRISTINE PRIVATE SCHOOL

P.O. BOX 60830

Al Nahda 2

Dubai, UAE

Phone: +971-4-267-4299/5822/5844

Email: info@pristineschool.com

Website: www.pristineschool.com

30+ YEARS OF INSPIRING MINDS

Social Media and Cyber Addiction Policy

Rationale

The increasing presence of digital media in our lives with access to a range of social media tools brings both exciting opportunities and unique challenges. Pristine Private School is committed to fostering an environment that allows students and staff to benefit from these tools responsibly. This approach balances access to social media and digital devices with the need to protect student privacy, promote academic success, and safeguard emotional well-being. By establishing these guidelines, Pristine School seeks to ensure that social media and digital technology enhance, rather than hinder, students' personal and educational growth.

Aims and Objectives

- **Promote Safe Social Media Use**
Encourage a culture of respect and professionalism in all digital interactions, ensuring that online communication aligns with the school's values and maintains confidentiality.
- **Protect School and Personal Reputations**
Outline practices that protect the reputation of Pristine School, its students, staff, and the broader community, maintaining positive relationships both online and offline.
- **Educate and Empower Students**
Equip students with knowledge and tools to manage their digital presence, recognize signs of cyber addiction, and make mindful choices about their technology use.
- **Engage Parent Community**
Collaborate with parents and community members to promote a balanced and healthy digital environment that supports students' educational and personal well-being.

Scope

This policy applies to Pristine Private School pupils, staff, parents and the wider school community.

It covers all forms of social media (e.g., Facebook, Twitter, Instagram, LinkedIn) and digital devices, such as smartphones, tablets, laptops, and desktop computers, whether used for educational or personal purposes. The policy aims to provide guidance for both in-school and off-campus activities, recognizing that students' and staff's online presence impacts the school community.



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Principles – Be Responsible and Respectful

- Users should be conscious at all times of the need to keep their personal and professional/school lives separate. They should not put themselves in a position where there is a conflict between the school and their personal interests.
- Users should not engage in activities involving social media which might bring Pristine Private School into disrepute.
- Users should not represent their personal views as those of Pristine Private School on any social media e.g. Facebook, WhatsApp Groups
- Users should not discuss personal information about other pupils, School and the wider community they interact with on any social media.
- Communicate respectfully online, avoiding impulsive or excessive posting and messaging.

Policy Guidelines

Pupils should only use official school platforms to communicate with staff or peers for educational purposes. Staff and pupils are expected to use approved platforms, and any other medium requires authorisation from school authorities before use.

The school is responsible for running its official website. No other social media platforms may be set up by any member of the whole school community which have a direct or indirect connection with School without the school authority's permission.

Usage of certain media is permissible during school hours by pupils, provided requisite permissions are sought and granted in accordance with school policy.

Social Media Use

1. Personal Use of Social Media

School-related information, images, or videos of pupils and staff must not be shared online without prior school permission; school email addresses should not be used for personal social media accounts; sensitive or private school information should not be discussed on personal social media; and LinkedIn profiles referencing Pristine Private School should be professionally maintained with up-to-date, polished content.



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2. Separation of Roles and Identities

All users must clearly distinguish their personal opinions from those of **Pristine Private School**. Under no circumstances may the school's logos, typefaces, or brands be used or published on personal or public web spaces, or any other medium, without prior consent. These elements are registered trademarks and the property of Pristine School. Students and community members should not identify themselves as part of Pristine Private School on personal web spaces unless authorized for professional school marketing. All users should communicate with school staff through the approved medium and official school email.

3. Privacy and Confidentiality

Personal information about students, staff, and parents must not be discussed or shared publicly. School members should be vigilant about the privacy settings on their social media accounts to protect their personal information and the identities of others.

4. Prohibited Behaviours

It is forbidden to use social media as a platform for defamation, harassment, or bullying, including targeting students, families, staff, or other schools. Instances of online bullying will be handled with zero tolerance and may result in disciplinary actions.

Technology Use and Cyber Addiction Prevention

• Device Use in the Classroom

Digital devices should be used solely for educational purposes during school hours. Teachers are encouraged to integrate technology mindfully, promoting its benefits while minimizing distractions.

• Screen Time Awareness

The school will implement screen time awareness programs and limits on device usage to help students balance their online and offline activities, prioritizing face-to-face interactions and hands-on learning.

• Curriculum and Digital Literacy



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Digital literacy education will be integrated into the curriculum, teaching students how to responsibly access, evaluate, and create online content. Emphasis will be placed on developing critical thinking skills and recognizing misinformation.

Education and Awareness

- **Workshops and Training Sessions**

Regular workshops will be held for students, staff, and parents, covering topics such as online safety, cyber addiction, and responsible digital behaviour. These sessions will also address the psychological impact of excessive technology use, offering strategies for managing online habits.

- **Parental Collaboration**

Parents are provided with resources to manage their children's technology use, establish effective digital boundaries, and identify early signs of cyber addiction. Through a mix of social media channels, newsletters, workshops, and school meetings, parents are actively encouraged to align with school initiatives and help their child demonstrate balanced online behaviour, fostering a supportive environment both at home and within the school community.

- **Mental Health and Digital Well-being**

The school is committed to promoting mental health awareness regarding digital use. Students will be educated about the connection between screen time and emotional health, learning to recognize how online activities affect their mood, sleep, and relationships.

Support and Resources

- **Counselling Services**

The school offers confidential counselling for students facing difficulties related to cyber addiction, anxiety, or online conflicts. Trained counsellors provide personalized support and guidance on managing digital habits.

- **Professional Development for Staff**

Staff members receive training on guiding students' digital habits, managing their online presence professionally, and understanding the implications of cyber addiction in an educational context.





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• Reporting and Intervention

A confidential reporting system is available for students and staff to raise concerns about cyber addiction, bullying, or other online issues. Intervention protocols ensure swift action, including parental involvement and referrals to external support if necessary (Reference: Staff Handbook, rules and procedures).

Monitoring and Privacy

• Internet and Email Monitoring

The school reserves the right to monitor all internet and email activity on its networks, ensuring that its digital resources are used appropriately and in line with school policies.

• Content Control and Restrictions

Downloading unauthorized or inappropriate content is strictly prohibited on school devices and networks. Filters and firewalls are in place to prevent access to unsuitable websites, helping create a secure online environment.

• Data Protection

The school follows data protection laws, ensuring that all personal information gathered or processed through school devices remains secure and is used responsibly. Students and staff are required to protect their login credentials and report any breaches of data. Staff members should not disclose sensitive personal information held on school systems of students and their family members, colleagues and other affiliated parties without seeking appropriate permissions from authorised school leaders.

Policy Violations and Disciplinary Actions

Any action that violates the guidelines for responsible social media or technology use may result in disciplinary measures. Potential violations include breaches of confidentiality, defamatory statements, harassment, bullying, or illegal activities conducted through school devices or accounts. In such cases:

• Bullying or Harassment

The school has a zero-tolerance policy for all forms of bullying, including cyberbullying. Confirmed instances will lead to immediate suspension or other disciplinary actions as outlined by school policies.



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• Legal Consequences

Actions that defame or harm individuals or the school's reputation may lead to legal action, if necessary, alongside disciplinary actions. The school is committed to protecting the rights and privacy of all community members.

• Supportive Interventions

For students facing addiction or other technology-related issues, disciplinary actions may be paired with supportive interventions, including counselling and parent meetings.

Consistency of Policy

This policy should be read alongside the following other school policies:

- Acceptable Internet Usage Policy
- Behaviour Policy
- Mental Health and Wellbeing Policy
- Staff handbook, rules and procedure

<i>Policy Details: Social media and Cyber Addiction Policy</i>	
<i>Version Date</i>	September 2021
<i>Review Date</i>	August 2025