



SOCIAL MEDIA POLICY

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Prepared By	Valmiro Fernandes
Approved By	Inderjot Singh
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1. Introduction

The rise of social media and digital platforms offers a dynamic opportunity to share information, build community, and engage in meaningful communication. At Small Steps Learning Difficulties Center, we acknowledge the potential of these platforms in both personal and professional capacities. However, with these opportunities come responsibilities.

This policy provides a framework to guide students, staff, and the wider Small Steps community in using social media responsibly, ethically, and legally. As a licensed and regulated center in the UAE, we are particularly mindful of the country's laws concerning online content, public defamation, and digital safety. Our duty to safeguard the dignity and well-being of our students, staff, and stakeholders extends into the digital world.

2. Purpose of the Policy

This policy applies to all staff, parents, caregivers, volunteers, and any external parties associated with Small Steps. It governs the use of social media in both personal and professional contexts, especially where an individual's actions may affect the reputation, operations, or stakeholders of Small Steps.

The use of the Small Steps logo, typeface, copyrighted content, or images from the center without prior written approval is strictly prohibited. This policy also governs the center related social media activity conducted through platforms such as Instagram, Facebook, WhatsApp, TikTok, X, YouTube, LinkedIn, and internal platforms like Photo Circle .

3. Core Principles: Respect, Responsibility, and Confidentiality

- Users must separate personal opinions from professional affiliations and must not present personal views as being representative of Small Steps.
- The privacy and dignity of students, families, and colleagues must be protected at all times. No personal information, images, or video recordings may be shared online without proper consent.
- Posting negative, defamatory, or accusatory content about Small Steps, its students, families, staff, or partner institutions is strictly prohibited and may lead to disciplinary and/or legal consequences.
- Staff and community members are ambassadors of the center, and their online conduct reflects on our brand, values, and credibility.
- No online harassment, bullying, or shaming, including indirect or passive-aggressive posts will be tolerated, regardless of platform.

4. Personal Use of Social Media

- Staff and community members should avoid identifying themselves publicly as being affiliated with Small Steps in personal web spaces unless required for a professional purpose.
- Students and parents are expected to communicate with staff only through approved official platforms.

- Use of student images or any identifying information on personal platforms is prohibited unless written permission is granted.
- Staff emails should never be used to create or manage personal social media accounts or groups.
- All social media users are strongly advised to maintain strict privacy settings, safeguard passwords, and avoid engaging in public discourse about the center's operations, students, or internal affairs.

5. Center-Managed Social Media Accounts

Small Steps maintains official social media pages to share highlights, updates, and achievements. These pages are managed by designated social media personnel under the supervision of the Head of Operations. Any new social media account or public post representing the center must receive formal approval and follow branding and content guidelines. The assigned manager must also:

- Use center-approved login credentials.
- Maintain professional tone and imagery.
- Remove unauthorized or inappropriate content immediately.
- Ensure that images or videos of students are only posted with prior written consent from parents or legal guardians. Consent forms are collected at the time of enrollment and updated annually or upon request. Without written consent, no content featuring identifiable student information will be shared on any platform.

6. Legal Considerations in the UAE

Under **Federal Decree-Law No. 34 of 2021** (UAE Cybercrime Law), it is a criminal offense to post or share content online that defames, insults, or damages the reputation of any individual or institution. This includes negative or false reviews, defamatory posts, or images shared with the intent to harm reputation. Violations may result in **fines up to AED 500,000**, imprisonment, or both.

Examples of prohibited actions include:

- Sharing confidential photos or private conversations.
- Posting negative reviews targeting staff or the center.
- Making defamatory remarks in public forums or closed groups.
- Impersonating staff or the organization online.

7. Breach of Policy

Any breach of this policy—whether intentional or not results in reputational damage, breach of confidentiality, or legal exposure may lead to:

- Disciplinary action, including termination for staff.
- Revocation of privileges for students or families.
- Legal consequences under UAE law.

8. Monitoring and Review

Small Steps reserves the right to monitor the use of digital communication platforms related to its operations. Staff and users should not expect privacy when using official systems. Small Steps reserves the right to conduct an announced or unannounced audit of the company's devices and social platforms at any point of time.

Linked Policies

The social media Policy is part of a broader framework designed to ensure safety, professionalism, and ethical conduct within Small Steps. It should be read in conjunction with the following related policies: Safeguarding Policy, Data Protection, Handling & Responsible Use of Technology Policy, Data Protection, and Confidentiality Policy.

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