


Ras Al Khaimah American Academy				
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	Ms. Katrina Scotford	05/01/22		
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	Nathaalie Williams	05/01/22		
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Introduction

With technology becoming an ever more increasing part of our day-to-day lives both within our homes and at school, there have been a significant number of benefits to learning. This is particularly true in the case of students and staff at RAKAA. It has allowed both students and staff members to use images instantly that they may have recorded themselves or downloaded from the internet. However, it must be noted that all staff, students, and parents must ensure that they are aware of the associated risks when posting or publishing any type of digital image on the internet. In some cases, these images may lead to incidents of cyberbullying taking place.

It is worth noting that digital images may remain on the internet forever, and they may cause embarrassment or harm to the individuals involved either on a short-term basis of a few weeks or months or possibly on a longer-term basis such as many years later when applying for jobs, etc. As a school, RAKAA works to inform all stakeholders, students, parents, staff, and others connected to the school community about the risks as part of our E-Safety Education program. We will be implementing policies to reduce any potential opportunities for harm further.

Rationale

The purpose of this document is to consider ways in which we can support staff and students to make the appropriate choices when it comes to how to manage their digital content.

At RAKAA, we have compiled the following guidelines to assist when managing digital content.

- Within our classrooms, when using digital images as part of a presentation, staff will discuss the risks associated with taking, using, sharing, and the publication and distribution of such images. We will ensure that they know the risks they take whenever they upload their own digital images onto their social media platforms and other websites.
- We will advise all of our students on the best practice when uploading images of themselves online to keep themselves safe. Such measures will include not taking or uploading any pictures of them in their school uniforms or taking pictures of themselves outside of their houses where there may be identifying features such as a door number or street name.
- RAKAA has a no photograph policy at school events to respect everyone's privacy as per UAE Digital and Data Protection Law 2021 and the RAKAA Data Protection Policy and Personal Information policy.
- Staff members at RAKAA are allowed to take digital/video images in order to support their educational objectives. Still, they must ensure that they follow the RAKAA school policies linked to the sharing, distributing, and publishing of such images. Any use of personal devices to take these photographs must follow the guidelines set out in the UAE Digital and Data Protection Law of 2021.

- Care MUST be taken whenever staff is taking photographs or videos of children so that all students are appropriately dressed and are engaged in appropriate activities that will not bring the individual concerned or school into disrepute.
- Students at RAKAA are not allowed to take photographs or videos of each other without the express approval of their teacher and for educational purposes only. In such cases, only students whose parents have signed waivers may participate in these recordings or photographs, and they have the right to request that their images/videos be deleted.
- Photographs of students that have been published on the school website or in any other location that includes students will only be used with the express written approval of their parents. They will comply with best practices governing the use of such images or videos.
- When a student's name is mentioned in a blog or social media post made by the RAKAA Parent Liaison Officer, only the first name will be noted, particularly when associated with a photograph.
- Any student's work will only be published on the school's website or social media accounts with written permission from the student and their parents.

RAKAA Main Actions to Improve Implementation

A. SOCIAL MEDIA

1. The school using social media to Promote, but not to communicate with others, as we have social media logs
2. According to social media, there is a clear description and reference in the online safety policy
3. In addition, there are significant factors that the school identified to maximize the use benefits and minimize risks. The school has designated what is the staff list of do's and don'ts, what are the regulation of starting up the school social media accounts, and what are the procedures and actions to implement after it becomes online.
4. There is a clear vision for the school regarding the personal social media accounts for staff, e.x what are the regulations set by the school to control the harm caused by staff personal use.
5. There is a clear vision about how to monitor the public posting in media about the school, and what are the procedures to respond to any comments about the school made by externals or internals
6. Online safety education integrated into all curriculum aspects, teachers trained to convey the message across curricula through using an interdisciplinary approach, the school is planning the online safety curriculum across subjects
7. The school has a clear vision of using these social media technologies for the following groups; SLT, Online Safety Leader, Staff – including Teachers, Support Staff, Technical staff, SEND, Board of Governors, Parents and Carers, Community users.
8. The school minimized risks and maximized benefits through Moderation, Monitoring, or Supervision.
9. There are significant factors that the school identified to maximize the use benefits and minimize risks

B. DIGITAL IMAGES & VIDEOS

1. The use, storage, and management of video and digital images referenced in the online safety policy
2. Pre-written Parents or online approvals in place to gain permission for digital photos.
3. School social media accounts are secure through a monitoring system for these accounts, the school has created a code of behavior for users of these accounts, abuse, and misuse reporting system, and connection between the incident and school disciplinary approach.
4. The OSL & ICT manager are managing it, and it's not for public use, and no one can just comment and share.
5. The school oversees all school social media pages, through a monitoring system of these accounts.
6. The school has clear policies and procedures for the deletion and disposal of data. The school will deal with all incidents within this policy. The policy is linked to behavior and anti-bullying policies, parents informed, parents involved in any breaches occurred to the online safety policy, especially since the school uses CCTV.
7. The school uses internal photography services to ensure data security and any use of capturing images & videos during school events is underlined in the AUP.

C. SCHOOL WEBSITE

1. The school has a public online web presence and reflects the school's understanding of the online safety policy-related aspects and links as Ex. Pictures, videos, screenshots, learning platforms, personal data, images, copyright, security, and social media policy & digital images and videos policy
2. Website (hosting plan includes automatic backup) Office 365 (Microsoft has their own security and DLP systems) and OSL and ICT team have administrative access to the data on the site
3. Online safety BOOST, install SSL and use HTTPS, activity log, and regular backups are in place to reduce compromising the website
4. The school is using a firewall, strong password policy, password manager, has installed SSL and use HTTPS, activity log, and regular backup to secure any interactive activities like discussions, forums, and online surveys
5. These will not go into public use, as the school has one or more of the following security tools:
6. Access control: Access Controls are in place to provide access to authorized staff to server room and IDF rooms

Related Policies:

- UAE Digital and Data Protection Law 2021 and the
- RAKAA Data Protection Policy
- RAKAA Personal Information policy.
- RAKAA Social Media Policy
- RAKAA Student Acceptable Use Policy
- RAKAA Student Unacceptable Use Policy
- RAKAA Staff Acceptable Use Policy
- RAKAA Staff Unacceptable Use Policy