Vision, Mission and Core Values
Our Vision
Providing world-class education
Our Mission
To empower students with a holistic, rigorous and international education for success in an ever changing world
Core Values
Achievement **|** Collaboration **|** Integrity **|** Respect **|** Responsibility

1   Introduction

1.1   The internet provides a range of social media tools that allow users to interact with one another, from rediscovering friends on social networking sites such as *Facebook* to keeping up with other people's lives on *Twitter* or maintaining pages on internet encyclopedias such as *Wikipedia*.

1.2   While recognizing the benefits of these media for new opportunities for communication, this policy sets out the principles that Innoventures Education staff are expected to follow when using social media.

1.3   It is crucial that pupils, parents and the public at large have confidence in the group's decisions and services. The principles set out in this policy are designed to ensure that staff members use social media responsibly so that confidentiality of pupils and other staff and the reputation of the group are safeguarded.

1.4   Staff members must be conscious at all times of the need to keep their personal and professional lives separate.

2   Scope

2.1   This policy applies to all Innoventures Education staff.

2.2   This policy covers personal use of social media as well as the use of social media for official Innoventures Education purposes; including sites hosted and maintained on behalf of Innoventures Education (and its schools).

2.3   This policy applies to personal web space such as social networking sites (e.g. *Facebook*), blogs, microblogs such as *Twitter*, chatrooms, forums, podcasts, open access online encyclopedias such as *Wikipedia,* social bookmarking sites such as *del.icio.us* and content sharing sites such as *Flickr* and *YouTube*. The internet is a fast moving technology and it is impossible to cover all circumstances or emerging media - the principles set out in this policy must be followed irrespective of the medium.

3   Legal Framework

3.1   Innoventures Education and its schools are committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the group are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during the course of their work. Disclosure of confidential information on social media is likely to be a breach of a number of UAE Federal laws and professional codes of conduct, including:
- UAE Federal Law No. 15 for 1980 concerning Publications and Publishing (Publications Law)

- UAE Federal Law No. 2 of 2006 on the Prevention of Information Technology Crimes (Cyber-Crime Law)

Staff members need to also be conscious of the impact of any other laws or regulations that may have jurisdiction, given the evolving nature of the regulatory framework for digital media.

3.2 Key considerations for staff members in the use of social media include:

- *Security*: The use of social media has the potential to affect the integrity of users IT security. The use of social networking sites can expose the system to viruses and malware. Employees should know the risks of social media so that they do not disclose information that could leave Innoventures Education (and its schools) IT systems vulnerable to attack.
- *Privacy*: The use of social media by Innoventures Education staff raises certain privacy concerns. It is important that confidential or inappropriate material is not posted by our editors/administrators when using Innoventures Education (and its schools) sites. Due diligence must be taken by the individuals who are responsible for these pages to ensure that these breaches do not occur.
- *Theft*: Users should take care to use all social media sites conscientiously and staff should be aware of the potential hazards in regards to the risks related to theft, corporate espionage and fraud when using social media.
- *Terms and Conditions*: Users should be aware that Facebook, Twitter and such other networking sites have their own terms and conditions that must be followed. In addition to complying with these terms of use these sites users must also ensure compliance with all applicable laws, regulations and guidelines of the UAE.
- *Defamation*: Care must be taken to ensure that no defamatory content is posted to any Innoventures Education (and its schools) social media sites, as well as the personal sites of Innoventures Education employees. Such content could include posting secret information about others without their consent (even if that information is true), or posting photographs without the consent of the subject of that photograph. When using Innoventures Education (and its schools) websites care must be taken to ensure that parents have given their consent for their child's photograph to be used, or they should not appear on the websites.

3.3 Confidential information includes, but is not limited to:

- Personally identifiable information, e.g. pupil and employee records
- Information divulged in the expectation of confidentiality
- Group or school business or corporate records containing organizationally or publicly sensitive information
- Any commercially sensitive information such as information relating to commercial proposals or current negotiations, and
- Politically sensitive information.

3.4 Staff members should also be aware that other laws relating to libel, defamation, harassment and copyright may apply to information posted on social media, including:

- Federal Law No. 7 of the Year 2002 Concerning Copyrights and Neighboring Rights
- Federal Law No. 3 of 1987 (as amended) ("the Penal Code")

4   Principles – Be Professional, Responsible and Respectful

4.1   You must be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for Innoventures Education (and its schools) and your personal interests.

4.2   You must not engage in activities involving social media which might bring Innoventures Education (and its schools) into disrepute.

4.3   You must not represent your personal views as those of Innoventures Education (and its schools) on any social medium.

4.4   You must not discuss personal information about pupils, staff or Innoventures Education (and its schools) on social media.

4.5   You must not use social media or the internet in any way to attack, insult, abuse or defame pupils, their family members, colleagues, other professionals, other organisations or Innoventures Education (and its schools).

4.6   You must be accurate, fair and transparent when creating or altering online sources of information on behalf of Innoventures Education (and its schools).

5   Personal use of Social Media

5.1   Staff members must not identify themselves as employees of Innoventures Education (or its schools) in their personal webspace. This is to prevent information on these sites from being linked with the group (or its school) and to safeguard the privacy of staff members.

5.2   Staff members must not have contact through any personal social medium with any   pupil, or ex-pupil, whether from their own school or any other Innoventures Education school, unless the pupils are family members.

5.2.1   Innoventures Education does not expect staff members to discontinue contact with their family members via personal social media once the school starts providing services for them. However, any information staff members obtain in the course of their employment must not be used for personal gain nor be passed on to others.

5.3   Staff members must not have any contact with pupils' family members through personal social media if that contact is likely to constitute a conflict of interest or call into question their objectivity.

5.3.1   Staff members must decline 'friend requests' from pupils they receive in their personal social media accounts. Additionally, if they receive such requests from pupils who are not family members, they must discuss these in general terms in class and signpost pupils to become 'friends' of the official school site.

5.3.2   On leaving Innoventures Education (and its schools), staff members must not contact their past pupils by means of personal social media sites.

5.4   Information staff members have access to as part of their employment, including personal information about pupils and their family members, colleagues and other parties must not be discussed on their personal web space.

5.5   Innoventures Education (and its schools) email addresses and other official contact details must not be used for setting up personal social media accounts.

5.6   Staff members must not edit open access online encyclopedias such as Wikipedia in a personal capacity at work. This is because the source of the correction will be recorded as the employer's IP address and the intervention will, therefore, appear as if it comes from the employer itself.

5.8   Innoventures Education (and its schools) corporate, service or schools logos or brands must not be used or published on personal web space.

5.9   Innoventures Education (and its schools) does not permit access to social media sites for personal reasons during work. During official breaks (i.e. lunch times when a teacher has no duty) teachers may access social media, but this should not occur through school networks. Staff may use social media for professional purposes (e.g. blogs etc.).

5.10   Caution is advised when inviting work colleagues to be 'friends' in personal social media sites. Social networking sites can blur the line between work and personal lives and it may be difficult to maintain professional relationships if too much personal information is known in the work place.

5.11   Staff members are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Staff members should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information.

6   Using Social Media on Behalf of Innoventures Education (and its Schools)

6.1   Staff members can only use official learning management system for communicating with pupils or to enable pupils to communicate with one another.

6.2   Official Innoventures Education and school sites must be created following all procedures outlined in this document (Appendix 1). Sites created must not breach the terms and conditions of social media service providers, particularly with regard to minimum age requirements.

6.3   Staff members must at all times act in the best interests of children and young people when creating, participating in or contributing content to social media sites.

7   Monitoring of Internet Use

7.1   Innoventures Education (and its schools) monitors usage of its internet and email services without prior notification or authorization from users.

7.2   Users of Innoventures Education (and its schools) email and internet services should have no expectation of privacy in anything they create, store, send or receive using the school's ICT systems.

8   Breaches of the Policy

8.1   Any breach of this policy may lead to disciplinary action being taken against the staff member/s.

8.2   A breach of this policy leading to breaches of confidentiality, or defamation or damage to the reputation of Innoventures Education (and its schools) or any illegal acts or acts that render Innoventures Education (and its schools) liable to third parties may result in disciplinary action or dismissal.

innoventures
e d u c a t i o n

Appendix 1

Innoventures Education encourages appropriate use of social media as a method for communicating ideas and information, and as part of its educational mission.

A1   Types of Social Media Used by Innoventures Education and its schools
A1.1   LinkedIn: Innoventures Education maintains a corporate page and an associate page for each of its schools and one for all nurseries. Relevant activity on these pages will be posted to increase corporate visibility. The LinkedIn pages are intended for use by the HR department for active recruitment. With time we hope to have significant following in the worldwide education industry. The Innoventures Education LinkedIn account can be found here.
A1.2   Facebook: Facebook is used by Innoventures Education (and all of its schools) to promote the wide range of student achievements and activities which occur at all of the schools. Innoventures Education schools are encouraged to regularly (i.e. daily) post to their Facebook page to help engage their school community in all of these achievements and events.
A1.3   Twitter: Twitter may be used by schools to support the approaches of that school.

A2   Facebook
A2.1   Each school page will have only one administrator.
A2.2   The administrator rights will be assigned by Innoventures Education
A2.3   The administrator account has all rights (Define access and permissions).
A2.4   All other members will have editor rights that include posting and deleting the content
A2.6   Any technical issue must be raised to the administration team of the school followed by the Innoventures Education IT support team.
A2.7   It is recommended that the school Facebook pages are used to promote the following: all major school and group events, school success, achievements, mascots, school news, community service and innovation.
A2.8   Appointed editors shall be responsible for day to day posts as per the schedule allotted by the administrator of the school.
A2.9   Only group pictures may be posted on the school Facebook page. Individual pictures must be avoided.
A2.10   All editors must refrain from tagging individuals or institutions for any of the posts.
A2.11   Individual student names from the school must not be mentioned in the post.
A2.12   Teachers must refrain from entertaining friend requests from pupils
A2.13   All schools are expected to follow one post a day policy ideally with a collage of images.
A2.14   School posts should tag the Innoventures Education page to drive traffic to the corporate page. The suggested frequency is a maximum of one per week per school.
A2.15   All editors are responsible to check that the students' photos used have parental consent
A2.16   It is the responsibility of the editor to constantly keep a watch that no one can add photos and videos to the page other than the assigned staff.
A2.17   It is the responsibility of the administrator to keep the profanity filter settings set to strong at all given times. Page administrators must set up a keyword moderation block list and enable a profanity block list that filters wall posts and comments by users into the page wall's spam tab.
A2.18   Editors are the only ones allowed to tag whenever required

A3   Twitter
A3.1   Twitter is an optional medium for Innoventures Education schools to use.
A3.2   A maximum of two persons per school may Tweet on the school's behalf
A3.3   Only the school handle must be used to tweet
A3.4   Maximum of two tweets per week in the initial stages until 31 Dec 2015 at which time the effectiveness of the account will be reviewed

A3.5   Core focus areas for the school Twitter account include; student recognition, educational information/articles which support the schools approach and advertising/celebrating key events.

A3.6   Every school must have one individual appointed to tweet one tweet a day on the school twitter handle (Preferably someone with good communication skills)

A3.7   The Twitter user must not mention any names in the tweet content

A3.8   All editors are responsible to check the students photos used have parent consent

A3.9   Refrain from using hashtags that can create complications- e.g. Charity names etc.

Appendix 2

These guidelines have been developed so that you feel empowered to participate online, while being mindful of your responsibilities and obligations as Innoventures Education employees. Please find below some of the key "dos and don'ts" on social media so that you ensure your experience is a positive one.

Do

Build a strong personal learning network

The Internet provides access to people around the world, which means that there are millions of other teachers that you can connect and share ideas with. Social media allows you to network and build relationships with like-minded people who can help contribute to your professional development.

Get yourself involved in social media for educational purposes

You may look at incorporating certain forms of social media into your classroom. For example you may create a class blog and update it regularly with class assignments, post discussion topics for student comment. Students can also start to develop their writing skills through blogging instead of using journals. You may also use platforms such as Twitter as a means of engaging experts from the field to support learning.

Create a positive digital footprint

You create your digital footprint through your online actions, activities, and communications, including things you send or post about yourself and others on the Internet. Think about this and take action to ensure that your digital footprint conveys you in a positive and professional way.

Take care when posting pictures of others

The UAE has very strict laws about this and it is important that you are aware of these if you are on any social media platform. For an overview about the relevant laws read this article.

Control your privacy settings

Ensure that you set the privacy levels of your personal social media sites as strictly as you can and opt out of public listings to protect your own privacy. You should also keep your passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information.

Ask your friends to be respectful when "tagging"

Talk to any friends who do not do this and enable the setting for you to review tags before they appear.

Be aware of professional and personal boundaries online

Social networking sites can sometimes blur the line between professional and personal lives. This can mean that it is sometimes difficult to maintain professional relationships if too much personal information is known in the work place. Remember that being friends with everyone in a personal sense isn't part of the job description; working together professionally is.

Make clear the difference between company and personal opinion on social media

Unless you have specific permission to post on behalf of Innoventures Education (or its schools) then you need to make sure that you state that the content of social media such as your personal blog or Twitter account is your personal opinion and does not necessarily represent the views of your employer.

Follow Innoventures online

All Innoventures Education schools now have a Facebook Pages: DIA, RWA, RIS and CAS. Innoventures Education also has a Facebook page which promotes the great work of its students and the events that take place over the group. We also maintain an Innoventures Education LinkedIn page and an associate page for each school and one for all nurseries. Relevant activity on these pages will be posted to increase corporate visibility. The Innoventures Education LinkedIn account can be found here.

Don't

Post inappropriate or offensive updates and comments

Avoid posting anything that may be deemed inappropriate or offensive to others (e.g. discriminatory remarks, offensive content etc.). If you're in a public forum, keep it light and positive. If this is not possible, think before you post back; posting online means posting something that will exist forever.

Connect with students or parents online

Your intentions may be innocent but there's little to gain and much to lose. Connecting with pupils or parents online can blur the lines between personal and professional. The only exception to this is if the students are family members. Innoventures Education does not expect staff to discontinue contact with their family members.

Use personal social media while you are working

Accessing personal social media while you are working is unprofessional and interferes with you being fully effective at your job. During official breaks (i.e. lunch times when a teacher has no duty) teachers may access social media, but this should not occur through school networks. Professional use of social media (e.g. on behalf of your school or using platforms such as Twitter for educational purposes) is allowed during work hours.

Post in the heat of the moment

It is easy to overreact to situations when we are upset, but it is important to think before you post as once it is out there, even if you delete it later, it is out there forever.

Discuss your school or the staff and students at your school online

Confidentiality and professionalism online are important, especially on personal social media accounts. Never discuss any information which should not be public knowledge on your social media accounts. Staff must respect confidentiality at all times.

Use your work email address for private use

Your school email address should not be used for setting up personal social media accounts.