

**Digital Media Policy**  
**(Distance Learning & Face to Face Learning)**



**Academic Year 2021-2022**

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## Digital Media Policy

### Introduction:

Digital media has had a significantly broad and complex impact on society and culture. Combined with the Internet and personal computing, as much as digital media has helped us grow, has also caused disruptive innovation in publishing, entertainment and education. Inappropriate use of digital media can:

- Be disruptive to learning.
- Invasion of privacy and safety of students.
- Increase the risk of bullying and harassment or unwanted offensive material.

### Definition:

**Digital media** means any media that is encoded in machine-readable formats. Digital can be defined as any data represented with a series of digits, and Media refers to a method of broadcasting or communicating information. Together, digital media refers to any information that is shared to us through a screen. This includes text, audio, video, and graphics that is transmitted over the internet, for viewing on the internet.

### Purpose:

The Purpose of this policy is to:

- Ensure that students, staff and parents/visitors know what the safety guidelines of using digital media are.
- Outline the School's requirements with regard to the acceptable use of all electronic media.
- Outline students' responsibilities with regard to the safety and security of their class mates.
- Outline staff members responsibilities with regard to the safety and security of their students.
- Clarify the consequences if the students, staff and visitors will breach the policy.
- Make students, parents and staff aware of rules, requirements and agreements related to the digital media usage.

This policy is in conjunction with the School's Anti-Bullying Policy, Discipline Policy, child Protection and Health Policy, Mobile and Gadget Policy and Student Behavior Management e-Learning Policy.

### Applicability of the Policy:

This policy applies to all students, staff and parents/visitors while e-Learning and Face to Face sessions.

### Student & Parents/Visitors Guidance:

- Laptops and Tablets are allowed in the school premises only for the purpose of education. Students are required not to open any application unless instructed by the teacher.
- Devices are not to be used for texting for social interactions, sharing any content on social media or accessing any non-educational photographs/videos.
- Students are not allowed to click any photographs from their devices.
- Parents/Visitors are advised not to take any photographs within the school premises while visiting, without the consent of the School Administration.
- Parents are advised not to take any photographs on the virtual classes without the consent of the teacher.
- One registered device is allowed per student, which means the child will be allowed to bring only one device to school and that specific device will be registered in the school, in which the internet access will be provided. In case if any child brings a new device, we will have to re-register the new device and cancel the old one. Switching the devices on a regular basis is not allowed.
- Pamir Private School takes its responsibility seriously to protect all staff members from inappropriate and malignant on-line references. Therefore, any sharing of inappropriate images of staff or references to a staff member will automatically lead to strict disciplinary action.
- Students' mobile phones will result in confiscation. The confiscated device will be labeled with the students' name and handed over to the office of the Discipline In-Charge and to be collected at the end of the school day with verbal warning to students and with proper communication with the parents.
- Significant or repeated misuse of digital media may result in strict disciplinary actions. Parents will be notified regarding the violation of the school policy.
- If any staff member suspects and finds any device being used inappropriately, they have the right to confiscate it immediately.
- In regard to any matter whereby the school believes there may be material which is of bullying on the following concerns:
  - Sexual
  - Racial
  - Cultural
  - Or violent in nature

The school reserves the right to inspect devices, including but not limited to; cameras, video recorders, smart watches, laptops and tablets.

- Students will not share any content online that will bring the school's name to disrepute. This includes posting inappropriate photographs or videos of self or others in school uniform and posting other students in uniform without their consent. Inappropriate refers to the following:
  - Rude Gestures
  - Dancing provocatively
  - Swearing; or
  - Using offensive captions
- School e-Safety Members reserve the right to inspect all CCTV footages to inspect any case of mishandling, misbehaving, bullying or misusing gadgets.
- Students and staff should not post photographs or videos on social media platforms at any time without approval.
- The school e-Safety Members have the right to investigate any offensive content found on any social media platform which casts aspersions on the School.

### **Staff/Teachers' Responsibility:**

- Make sure that the students have brought the same devices that are registered with the school.
- Ensure students are aware of and understand what is required with regards to the use of digital media.
- Staff/Teachers should know the safe use of digital media and gadgets.
- Staff/teachers should not take any videos or photographs of the students without prior Parental Agreement.
- No student should be forced to be a part of any photograph or video if they are reluctant to do so.
- Staff and teachers must know all policies concerning e-Safe Framework.

## Consequences of Breaching the Rules:

Students breaching the policy will incur disciplinary action commensurate with the nature of the breach on the following:

- Capturing unauthorized photographs and videos of self, class fellows or any staff member will lead to confiscation of the device.
- Use of unregistered/unauthorized devices will result in confiscation for the rest of the day.
- A reflective conversation will be organized in the office of Discipline In-Charge on the first offence.
- For repeated offences, parents will be notified for a meeting and will refer to the
  - Anti-Bullying Policy
  - Mobile and Gadget Policy
  - Discipline Policy
  - Student Behavior Management e-Learning Policy

**Please note serious, offensive, derogatory, disrespectful, discriminatory, or bringing the school to disrepute will result in strict consequences based on the UAE Law.**

## Related Policies:

- Student Behavior Management e-Learning Policy
- Anti-Bullying Policy
- Mobile and Gadget Policy
- Discipline Policy
- Child Protection Policy
- Health and Safety Policy

## Review and Monitoring:

The Senior Leadership Team will monitor and evaluate the outcomes of this policy to ensure that our students are taught the proper use of **Digital Media**. This policy will be reviewed every 6 months or more often if necessary, due to the changes in regulations or circumstances.

## CONFORME:

We understand the Digital Media Policy.

We accept and we will adhere to every rule about it.

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Parents Name and Signature

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Student Name

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Class

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Date