Queen Elizabeth's Global Schools

QE Global Schools

Social Media Policy

Applies to:
All QE Global Schools entities, including but not limited to:

- QE Dubai Sports City
- QE Gurugram

	Name	Title	Date
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Reviewed by	Penelope Geogakis	Global Head of Marketing	22/04/2026
Approved by	Governing Body		10/07/2026
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Introduction

Queen Elizabeth's Global Schools recognises the strategic importance of social media in engaging current and prospective families, building brand awareness, and supporting enrolment objectives.

All social media activity must:

- Reflect the values, standards, and reputation of QE Global Schools
- Be responsible, respectful, and appropriate for a global audience
- Protect the privacy and wellbeing of students, parents, and staff
- Comply with all applicable legal and regulatory requirements, including those set by the local regulatory bodies

Social media must not be used in any way that could harm individuals, compromise safeguarding, or damage the reputation of the school.

Purpose

This policy establishes a clear framework for:

- The use of official QE Global Schools social media channels
- The expected conduct of students, parents, and staff online
- Protecting the school's reputation and community
- Ensuring consistency, compliance, and accountability across all platforms

Scope

This policy applies to:

- Official QE Global Schools and school-level social media accounts
- All staff, students, parents, and affiliated individuals
- Personal social media use where the school may be referenced or associated
- All platforms including, but not limited to:
    - Instagram
    - Facebook
    - LinkedIn
    - YouTube
    - Blogs, forums, and emerging platforms

Governance of Official Social Media Channels

Ownership and Control

All official social media accounts must:

- Be created, managed, and controlled by authorised personnel only
- Be registered using official school contact details
- Always remain accessible to the central marketing team

No unauthorised accounts representing QE Global Schools or its schools may be created.

Content Approval

All content published on official channels must:

- Align with approved marketing strategies
- Follow QE Global Schools' tone of voice and brand guidelines
- Be reviewed and approved in line with internal processes

Content relating to:

- Academic performance
- Curriculum
- Student outcomes

must receive appropriate academic or leadership approval where required.

Social Media Conduct: Students

Students are expected to demonstrate responsible and respectful behaviour online.

Students must:

- Adhere to the school's Code of Conduct in digital environments
- Exercise judgement and discretion before posting content
- Respect others and avoid offensive, harmful, or inappropriate language
- Protect their personal information and privacy

Students must not:

- Misrepresent their identity or impersonate others
- Share content that could harm individuals or the school community

- Use school logos, branding, or imagery without permission

Any concerns or inappropriate content should be reported to a teacher or school leadership.

Social Media Conduct: Parents

Parents play a key role in supporting a positive and respectful school community online.

Parents are expected to:

- Respect the privacy of all students and families
- Avoid sharing sensitive or confidential information related to the school
- Engage constructively with school content and communications

Parents must not:

- Share images or information involving other children without consent
- Use school platforms or channels for unlawful or inappropriate activity
- Post content that could damage the reputation of the school or its community

Social Media Conduct: Staff

Staff are ambassadors of QE Global Schools both professionally and personally.

Professional Representation

Staff must:

- Maintain professional standards in all online interactions
- Use appropriate tone, language, and judgement
- Recognise that their conduct may reflect on the organisation

Before posting, staff should consider:

- Accuracy
- Appropriateness
- Potential impact on the school’s reputation

Confidentiality

Staff must not:

- Share confidential or sensitive information
- Disclose information relating to students, parents, colleagues, or internal operations

Confidentiality must be always maintained.

Respectful Communication

All engagement must be:

- Respectful
- Constructive
- Free from offensive or discriminatory language

Staff should avoid engaging in:

- Arguments or confrontational exchanges
- Discussions on sensitive or controversial topics that could impact the school

Personal Accounts and Disclaimers

Where staff reference education-related topics or their professional role, they must:

- Clearly indicate when views are personal
- Use appropriate disclaimers where necessary

Example:
“The views expressed are my own and do not reflect those of QE Global Schools.”

Legal and Regulatory Compliance

All staff must:

- Comply with applicable laws, including copyright and intellectual property
- Adhere to local regulatory expectations
- Ensure that no content breaches legal or ethical standards

Use of Images and Media

Staff must:

- Obtain consent before sharing images or videos
- Ensure all content complies with the Photography and Videography Policy
- Avoid posting content that could compromise professionalism or safeguarding

Reporting and Accountability

Any breach or concern must be:

- Reported to the appropriate school authority or central marketing team
- Addressed in line with internal disciplinary and safeguarding procedures

Brand and Communications Standards

All social media content must:

- Align with QE Global Schools' tone of voice (clear, warm, and professional)
- Use British English consistently
- Reflect a premium, inclusive, and globally relevant brand

Content must be:

- Accurate and not misleading
- Appropriate for an international audience
- Consistent across all schools and platforms

Risk Management and Crisis Response

Social media risks must be actively managed.

This includes:

- Monitoring channels for inappropriate content or comments
- Responding promptly and appropriately to issues or concerns
- Escalating potential risks or crises to leadership

Only authorised personnel may respond to:

- Media enquiries
- Sensitive or reputational issues

Roles and Responsibilities

The following roles are accountable:

- **Global Head of Marketing (GHoM):** Strategic oversight and governance
- **Head of Marketing (HoM):** Implementation and compliance
- **Social Media Manager (SMM):** Channel management and execution

- **Brand Communications Officer (BCO):** Content quality and brand alignment
- **Principal:** Final approval for academic-related content where required

Policy Communication and Compliance

Dissemination

This policy must be shared with:

- Marketing and admissions teams
- School leadership
- Staff, students, and parents (where appropriate)
- External partners managing social media

Acknowledgement

All relevant stakeholders must:

- Confirm they have read and understood this policy
- Adhere to its requirements in all social media activity

Review and Continuous Improvement

This policy will be reviewed **annually** to ensure:

- Alignment with organisational strategy
- Compliance with evolving regulations
- Relevance to changing social media platforms and behaviours