



**AMERICAN  
INTERNATIONAL  
SCHOOL IN EGYPT**

**AIS MAIN CAMPUS**



# **MEDIA POLICY**



# MEDIA POLICY

## IMAGE AND NAME USE, SOCIAL AND TRADITIONAL MEDIA

### SECTION 1: INTRODUCTION

The purpose of this policy is to define the media policy for “American International School in Egypt” and its community of parents, students, teachers, and staff. The policy defines the guiding principles for the acceptable use of traditional & social media by the school community. All members of the school community should read this document carefully and be fully aware of its contents and guidelines. As part of our annual enrollment and re-enrollment process, parents/guardians will all be requested to read the policy and sign the Media Consent Form in Appendix I on behalf of their children, via our Powerschool Parent Portal.

What is social media?

Social media refers to social networking platforms including but not limited to Facebook, Instagram, YouTube, Twitter, and LinkedIn.

Does this policy only apply to social media? What about traditional media?

While online and social media are now the most common forms of media in the world, the same guidelines apply to traditional media such as print, broadcast (television, radio), outdoor billboards, and banners.

Why do we use social media at “American International School in Egypt”?

To address the fast-changing landscape of the Internet and the way we communicate and obtain information online, school departments may use social media tools to engage with our school community and with a broader external audience. Where appropriate, “AIS Egypt” encourages the use of social media to further the mission and vision of the school and the missions of its departments. Moreover, the school has an overriding interest in determining what is communicated on its behalf on social media sites.

What do we share and why?



From time to time, “American International School in Egypt” may publish student work and photos of students and staff involved in educational and extra-curricular activities, for educational, communications and public relations purposes. These materials include but are not limited to classroom activities, online classes, school events, concerts, plays, sports and training, school trips, regional activities or general testimonials. We may take photographs of students, faculty and staff to share all that “American International School in Egypt” has to offer. We may use these images to promote our school via school displays, print publications, school website, and social media platforms, press articles, billboards, international publications, and other promotional channels.

Due to the unique nature of our school and the programs and initiatives we offer, from time to time, “AIS” may also be visited by the media and external providers who may take photographs or video footage of a high-profile event. Students may appear in these images, and the images may sometimes be published in local or national newspapers and/or approved websites.

As an Esol Education school, “AIS Egypt” may also share material with our managing organization, Esol Education, and our sister schools within the wider school network – to promote our best practices and school life at “American International School in Egypt” and Esol Education in all its forms. This may include academic learning, curriculum and extra-curricular activities in order to give viewers a deeper understanding of “American International School in Egypt” and all that comes with it.

### Where do we share information?

Content may be used and/or posted by “American International School in Egypt”, Esol Education, its affiliates, and schools that are members of the Esol Education family of schools. This includes:

#### **Internal Publications**

- School newsletters
- Reports and articles
- Presentations
- “American International School in Egypt” web-based and/or mobile applications which can be accessed and viewed by the “American International School in Egypt” community only
- School Yearbook

#### **External Publications**

- The official school website



- The official website of Esol Education
- “American International School in Egypt” social media networks (including but not limited to Facebook, Instagram, Twitter, YouTube, and LinkedIn)
- Local newspapers and articles
- Print publications and promotional materials, such as newsletters, brochures, etc.
- Advertisement platforms, such as outdoor and/or digital banners and billboards

“American International School in Egypt” may transfer the print material to Esol Education or to other service providers for processing the material and preparing it for final print publications specifically for purposes identified in this consent form.

Does this policy cover visiting partners?

From time to time, external education partners will visit the school and may request photo/video coverage of their visit, talks and presentations and/or student reactions. Teachers/administrators coordinating these visits should ensure that partners provide their own media consent form for parents of the respective grades to sign, or may request for the standard template.

## **SECTION 2: CHILD PROTECTION, PRIVACY, DIGITAL SAFETY**

“American International School in Egypt” champions safe digital citizenship including, protecting our children’s privacy online and helping them maintain a responsible digital footprint. In this regard, we adhere to the following guidelines on Child Online Protection by UNICEF as well as the school’s own [Child Protection Policy](#), and are guided by the provisions in the [Child Law of the Arab Republic of Egypt](#).

1. Integrating child rights considerations into all appropriate corporate policies and management processes
2. Developing standard processes to address inappropriate material
3. Creating a safe and age-appropriate online environment
4. Educating children, parents, and teachers about children’s safety and their responsible use of technology
5. Promoting digital technology as a mode for further civic engagement
6. The best interests of the child and his/her protection shall be a primary consideration in all decisions and procedures

Creating a Healthy and Safe Online Presence for our Students



Social media can be used for good: to share best practices, provide an authentic audience for student work, cultivate digital citizenship among their students, and build more connected school communities. To be responsible digital citizens, our students need educators who model positive, creative and responsible social media use. To this end, “American International School in Egypt” is dedicated to:

1. Establishing transparent social media policies and communicating these to our entire community.
2. Using parental consent/opt-out forms.
3. Protecting students' personally identifiable information and confidentiality. This includes removing or blurring identifying information such as individual student names on post captions, certificates, name tags and handwriting and location when published on public platforms.
4. Protecting information such as grades, assessments, or any part of a student's educational record.
5. Facilitating classroom discussion around social media posting.
6. Promoting safe digital citizenship.
7. Using our learning management systems to share extensive classroom work in a private forum accessible by parents only.

Adapted from [guidelines](#) published by Common Sense Education®.

### **SECTION 3: AIS EGYPT’S SOCIAL MEDIA PUBLISHING GUIDELINES**

“AIS Egypt” encourages the responsible use of social media. The responsible use of social media can be positive for learning, teaching, and the cohesion of the “AIS Egypt” community. These guiding principles should be adopted by any member of the “AIS Egypt” community who wishes to either represent or post about the school online.

1. When using social media, our community members are expected to follow the principles below:
  - Nominate content creators who have demonstrated sound judgment and responsible decision-making, and ensure that they post content that reflects the values of the school community, enhances the school's reputation, and respects audience sensitivities.
  - Prioritize child safety above all else



- Faculty, staff, and volunteers who use any form of online communications including social media to communicate with minors may only do so for activities involving school business.
- Focus on communicating and celebrating our school’s mission, vision, pillars, core values and educational offerings
- Celebrate our school’s core values and sustainability in all forms
- Respect the rights and confidentiality of others
- Do not impersonate or falsely represent another person
- Do not bully, intimidate, abuse, harass, or use offensive language towards others
- Do not make defamatory comments
- Do not post content that is hateful, threatening, pornographic or incites violence against others
- Do not harm the reputation and good standing of “American International School in Egypt” or any member of its school community
- Adhere fully to the Egyptian Government’s [online media regulations](#) (please refer to article 25)

2. Parents or guardians should communicate with students about the appropriate use of social media so that students understand and follow the guiding principles listed in this document.

3. The following persons comprise “AIS Egypt’s” management team for social media:

- The school’s Communications Manager is the primary person in charge of social media management, with the school’s Senior Leadership Team serving as an advisory body.
- The responsible teachers or staff members for sub-accounts, as referenced in section 6, are also part of the school’s management team for social media.

4. All persons undertaking to represent the school on social media will undergo an [E-Safety Training Course](#) specifically written for teachers, schools, and the education sector. This e-Safety course introduces online safety and social media, raising awareness of key issues including online risks, dealing with incidents, and how to use social media for parental engagement, teaching, and learning. The course fulfills the safeguarding training outcomes as specified by the [UK Government’s Office of Standards in Education, Children’s Services & Skills \(Ofsted UK\)](#) and equivalent inspecting bodies.

5. The intellectual property rights for “American International School in Egypt” and Esol Education are protected and cannot be used without written permission by external parties such as partners, suppliers, students, parents, and activity/social groups run at the school.



- This includes but is not limited to the names and logos of “American International School in Egypt” and Esol Education.
- Any party seeking to create or manage the school’s sub-accounts with page names containing “AIS” or “American International School in Egypt” (with the intention of sharing content related to the School), or Esol Education, as well as the use of logos containing the school’s brand design, must seek written approval from the school’s management before they can be created or used.

6. Where photography is permitted in school, parents may take photographs or videos of their own children and use such content at their discretion. However, should the content be published on social media or elsewhere, parents must ensure that no other children are recognizable in the content. If any other child is recognizable, it is the parent’s responsibility to obtain the permission of the parent to publish the content.

7. Breaches of this policy will be investigated by the school’s management. If certain online activities are deemed illegal or defamatory, the school may seek guidance from professionals, such as social workers or legal advisors, or from the responsible authorities.

## **Rules for school’s social media sub-accounts**

If you are a parent representative, student, or staff member interested in running a sub-account on behalf of your department, a club or activity you are leading for the school, please review the below guidelines carefully and contact your principal for more information:

- A social media sub-account is any account that is not the school’s official social media channel i.e., a secondary account that represents a particular department, class, or club at school. Content from sub-accounts may occasionally be shared on the school’s main social media channels.
- Any person intending to create and manage a school sub-account should seek written approval from the school management. Approval is subject to evaluation of the objectives of creating a dedicated account, benefits to the community, type of content that will be shared, and intended audience.
- The manager sub-account must make sure that all content posted has the consent of students’ parents and follow American International school in Egypt guidelines and policy.
- The manager of any school sub-account should be a member of the school community, and each sub-account should have a teacher or staff member as an advisor to the manager.



- If the account owner is a student, his/her parent or guardian should use the school consent form (Appendix 1) to provide written permission for the child to own and run the account.
- All sub-accounts should be created using an official school email address on the domain “@aisegypt.com” or “@aiswest.com” and username and credentials should be registered with the school’s IT and Marketing departments.
- All sub-account names should start with the name “AIS”, e.g. “AIS West Elementary School.”
- All sub-account managers should reach out to the school’s communications department for a custom-designed logo/profile image and may not alter or use the school logo in any way.
- If the manager of a school sub-account leaves or graduates from “AIS,” they should contact the “AIS” Marketing Department for account handover, and the “AIS” Marketing Department will temporarily have custody of the account until another appropriate person can assume the role of manager
- Sub-accounts should be private unless sign-off has been obtained by the School Director for a public account. These will be reviewed annually by the school’s management, which may maintain or discontinue sub-accounts as appropriate.





# AMERICAN INTERNATIONAL SCHOOL IN EGYPT

[www.aisegypt.com](http://www.aisegypt.com)

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