BELVEDERE
INTERNATIONAL SCHOOL

MARKETING POLICY

2026–2027

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Approvals:			
Principal	**Mr. Ismat Daou**		
Signature		Date:	12/9/26
BIS Board of Governors	**Dr. Naim Alradi**		
Signature		Date:	13/9/26

1. Introduction

Belvedere International School (BIS) recognizes its responsibility to ensure that all marketing communications are accurate, transparent, and aligned with the values, customs, and regulations of the United Arab Emirates and the Abu Dhabi Department of Education and Knowledge (ADEK).

In addition, BIS is committed to maintaining a consistent and professional brand identity across all platforms, safeguarding the school's reputation and reinforcing trust with parents, students, and the wider community.

This policy sets out the principles and standards for all school marketing activities, including printed materials, online platforms, social media, the use of photography and videography, and adherence to BIS branding guidelines.

2. Purpose

The purpose of this policy is to:

- Ensure full compliance with ADEK's School Marketing Policy
- Safeguard the school's reputation through clear, ethical, and accurate communication
- Protect students, parents, and staff by applying responsible practices in the use of social media, photography, and videography
- Maintain a consistent and professional BIS brand identity across all marketing and communications
- Support Belvedere International School's long-term development plans through effective and professional marketing

3. Scope

This policy applies to all staff, contractors, and third parties engaged in creating, approving, or disseminating school marketing materials, including:

- Printed and digital publications • School website
- Social media platforms (e.g., Facebook, Instagram, TikTok, YouTube, X, LinkedIn)
- Advertising campaigns (online, outdoor, radio, TV, print)
- Promotional events and external partnerships
- Use of the school's branding elements (logo, colors, fonts, templates, and taglines)

4. Policy Guidelines

4.1 Obligations and Accountability

- All school marketing materials shall be reviewed and approved by the Marketing Coordinator and the Principal (or delegated authority)
- All materials must comply with ADEK's School Cultural Consideration Policy, Values and Ethics Policy, and relevant UAE laws (including copyright, donations, and privacy regulations)
- No marketing material may imply ADEK endorsement unless explicit written approval is obtained
- The ADEK logo shall only be used with prior written approval

4.2 Accuracy and Transparency

All BIS marketing materials must:

1. Be accurate, clear, and free from misleading information.
2. Present the school's facilities, curriculum, staff, and results truthfully.
3. Include the school's official logo, registered name and license/registration number.

4. Avoid exaggerated claims or contradictory disclaimers.

5. Be appropriate to the UAE cultural and educational context

4.3 **Social Media Policy**

- Official BIS social media channels shall be managed by the school's Marketing Department only
- Content must reflect ADEK values, UAE cultural norms, and the school's ethos of professionalism and inclusivity
- Staff must not create unofficial school pages or accounts
- Engagement with parents and the public must remain respectful, transparent, and professional at all times
- Paid advertising campaigns must be pre-approved by the Principal and aligned with ADEK compliance standards

4.4 **Photography and Videography of Students**

- Written parental/guardian consent must be obtained before photographing or filming students for marketing or publicity
- Students without consent will not appear in published media
- Images and videos must portray students respectfully and in line with UAE cultural values
- No content may misrepresent or exploit students or the school
- Storage and handling of digital media files will comply with school safeguarding and data protection policies

4.5 **Use of Marketing Materials**

- Marketing shall be directed at informing current and prospective parents, students, and staff

- Any fundraising or non-fee income promotions require ADEK's prior written approval

- Marketing platforms shall not be used for third-party advertisements that serve external commercial interests

4.6 **Branding and Visual Identity**

- The official Belvedere International School (BIS) name, logo, colors, and tagline must be used consistently across all marketing and communication materials

- The BIS logo must not be altered, distorted, or combined with other elements without prior approval from the Marketing Department

- Only approved templates and formats (for presentations, letters, social media posts, etc.) shall be used in order to maintain a unified brand identity

- Any external agency or third-party partner must follow BIS branding guidelines as shared by the Marketing Department

5. **Compliance**

This policy is effective starting Academic Year 2025/26.

- BIS is fully compliant to date in line with ADEK requirements

- Non-compliance may lead to penalties as per ADEK regulations and UAE law

6. **Review**

This policy will be reviewed annually by the Marketing Coordinator in consultation with the Principal and the Board of Governors to ensure ongoing compliance with ADEK requirements and alignment with Belvedere International School's strategic vision.

Exceptions

For any conditions, circumstances, and/or exceptions outside the conditions stated in this policy, a request shall be presented to the Board of Governors for decision

7. **References**

This policy is guided by the following:

- ADEK School Marketing Policy (September 2024, Version 1.1)
- Federal Decree Law No. (3) of 2021 Regarding Regulating Donations
- Federal Decree Law No. (5) of 2018 on WAQF (Endowment) and its amendments
- Federal Decree Law No. (18) of 2020 on Private Education and its amendments
- Federal Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties and its amendments
- Federal Decree Law No. (38) of 2021 on Copyrights and Related Rights