



Pre -KG to 12

JSSPS/CTP/PO/GEN/017/26-27
28th April 2026

Subject: Guidelines on Media Communication and Responsible Information

Sharing as per KHDA Directives

Dear Parents,

Greetings from JSS Private School, Dubai.

In accordance with the latest KHDA guidelines on media communication and messaging during the transition back to in-person education, we would like to share how the school will be engaging with you and the wider community during this phase.

Our approach is centered on providing clear, consistent, and reassuring communication that reflects the real day-to-day school experience. All updates shared by the school will align with approved guidelines and will aim to strengthen confidence, highlight readiness, and ensure transparency.

As part of this, please note the following:

- All official communication will be shared only through approved school channels to ensure accuracy and consistency.
- The school will focus on sharing authentic, real-time glimpses of the school environment, including classroom activities, student engagement, and the smooth flow of the school day.
- Content shared will reflect actual school practices, emphasizing readiness, organization, and the well-being of students.
- Safety and security practices followed within the school will be regularly highlighted to build awareness and reassurance.
- The school will maintain a positive, calm, and balanced tone in all communications, avoiding any unverified or speculative information.

During the initial phase, the school may share highlights such as:

- Student arrival and dispersal processes

- Classroom interactions and learning experiences
- Implementation of safety procedures in everyday school life
- School transport arrangements and organization
- Messages from teachers and parents reflecting confidence and positive experiences

We kindly request parents to:

- Rely only on official school communication channels for updates.
- Refrain from sharing or responding to unverified information on social media platforms.
- Be mindful that private WhatsApp chats, messages, and forwarded content are not exempt from UAE cybercrime laws, and any misuse or circulation of unverified information may have legal implications.
- Support the school in reinforcing positive messaging and stability for students.

Please be assured that the school remains fully committed to maintaining a safe, structured, and supportive learning environment. This phase is being managed with careful planning, continuous monitoring, and a strong partnership with families.

We value your continued trust and cooperation as we work together to ensure a smooth and successful school experience for all our students.

Warm Regards

Sd/-..

Chitra Sharma
Principal

