



مدرسة المتحدة الدولية
United School International
The Pearl Island جزيرة اللؤلؤة

USI School Policy on Public Relations and Publicity Matters

United School International

Approved by:	Executive Principal	Date: August 2026
Last reviewed on:	August 2026	
Next review due by:	August 2027	

United School International

The Pearl, Doha, Qatar

reception@unitedschool.qa | +974 4404 8301 | www.unitedschool.qa

CR No. 142027 | School Code: 31071

Aims and Purpose

The aim of this policy is to establish clear guidelines for managing public relations and publicity matters. This policy ensures that all communications and promotional activities align with the school's values, uphold ethical standards and comply with the Ministry of Education and Higher Education (MoEHE) guidelines. The purpose is to enhance the school's reputation, foster positive relationships with stakeholders and ensure transparency and consistency in all public communications.

Introduction

Effective public relations and publicity are crucial for maintaining the reputation and credibility of United School International. This policy outlines the principles and procedures for engaging with the media, managing public communications and promoting the school's achievements and activities. This includes ensuring that the school has correct, up-to-date data regarding parental permission for the use of children's images. It is designed to align with the ethical standards and general policies set forth by the Ministry of Education and Higher Education, and the school's other policies, including Mission, Vision and Values.

Content

- Principles of Public Relations
- Adherence to ethical standards as outlined in the Code of Ethics for Private Schools and Kindergartens.
- Promotion of the school's mission, vision and values.
- Transparency and honesty in all communications.
- Respect for the privacy and confidentiality of students, staff, and parents.

Ethical Standards

- Adhere to the ethical standards outlined in the Code of Ethics, ensuring all communications uphold the principles of honesty, transparency, and respect.
- Avoid any content that may provoke disputes or contradict the teachings of Islam and the values of the Qatari community.

Public Relations Strategy

- Develop a comprehensive public relations strategy that aligns with the school's mission, vision and values.
- Ensure all communications reflect the school's commitment to quality education, ethical standards and cultural values

Communication Channels

- Utilise various communication channels, including the school website, social media, newsletters and press releases, to disseminate information.
- Ensure all content is accurate, respectful and free from any material that contradicts Islamic values and Qatari traditions.

Crisis Management

- Develop a crisis communication plan to manage and respond to any negative publicity or emergencies effectively.
- Ensure timely and transparent communication with stakeholders during crises.
- The crisis communication plan will include details of who will respond, and who will approve the response.

Media Engagement

- Designation of a spokesperson for all media interactions.
- Procedures for preparing and approving press releases and public statements.
- Guidelines for responding to media inquiries and managing interviews.
- Protocols for crisis communication and handling negative publicity.

Publicity and Promotion

- Strategies for promoting school events, achievements and initiatives.
- Use of various media channels, including social media, to reach the community.
- Guidelines for creating and distributing promotional materials.
- Ensuring all promotional content aligns with the school's values and ethical standards.
- Ensuring that the school has correct, up-to-date parental approval for the use of children's images for publicity and promotion.

Stakeholder Engagement

- Foster positive relationships with parents, students, staff and the wider community through regular updates and engagement activities.
- Encourage feedback and participation from stakeholders in school events and initiatives.

Internal Communications

- Regular updates to staff, students and parents about school activities and policies.
- Mechanisms for collecting feedback and addressing concerns from the school community.
- Encouraging open and respectful communication within the school.

Compliance and Monitoring

- Ensuring all public relations activities comply with local laws and regulations.
- Regular review and updating of public relations strategies and materials.
- Monitoring the effectiveness of public relations efforts and making necessary adjustments.

Responsibilities

Executive Principal:

- Oversight: Oversee the implementation of the public relations policy and ensure all activities align with the school's mission and values.
- Ensure all communications align with the school's values and MoEHE guidelines.
- Spokesperson: Act as the primary spokesperson for the school in all official communications and media interactions.
- Approval: Approve all press releases, public statements and promotional materials before dissemination.
- Develop and implement the public relations strategy and crisis communication plan.
- Crisis Management: Lead the crisis communication team and manage responses to any negative publicity or emergencies.

Head of Admissions / Marketing / Public Relations Officer:

- Management: Manage day-to-day public relations activities, including media relations, event planning, community outreach and public comments on platforms including social media.
- Ensure all communications align with the school's values and MoEHE guidelines.
- Content Creation: Prepare press releases, public statements, and promotional materials in collaboration with relevant departments.
- Media Coordination: Coordinate media interactions, including scheduling interviews and press conferences.
- Monitoring: Monitor media coverage and public perception of the school, providing regular reports to the Executive Principal and School Board.
- Feedback Collection: Collect and analyse feedback from the school community to improve public relations strategies.

School Staff:

- Support: Support public relations efforts by providing information and participating in promotional activities as needed.
- Adherence: Adhere to communication guidelines and ensure all interactions with parents and the public reflect the school's values and ethical standards.

- Feedback: Provide feedback on public relations activities and suggest improvements.
- Promote a positive image of the school in all interactions.

Director of Education on behalf of the School Board:

- Oversight: Provide oversight and guidance on public relations strategies to ensure alignment with the school's mission and values.
- Approval: Approve major public relations initiatives and campaigns.
- Evaluation: Evaluate the effectiveness of public relations efforts and recommend adjustments as necessary.
- Support: Support the Executive Principal and Public Relations Officer in managing high-profile events and media interactions.
- Approval of crisis communications.

Policy Review Date

This policy will be reviewed annually by the Executive Principal, Head of Operations and the Head of Marketing & Admissions to ensure its effectiveness and alignment with the latest regulations and best practices. The Executive Principal will then endorse and submit for approval to the Director of Education.