MEDIA & COMMUNICATIONS POLICY

Policy number	COMS-1	Version	002
Responsible person	Chris Armitage	Approved by Board on	6 January 2020
Date for Next Revision	18 December 2022		

PURPOSE

The Media and Communications Policy set out in this document has been created to ensure that proper care is paid to the respectful and legal use and production of content by the Global EverGreening Alliance (Alliance).

SCOPE

This policy applies to all Alliance staff, volunteers and contractors and will be extended to implementing partners through MOUs/partnership agreements.

POLICY

a) **True Representation**

Content produced and published or otherwise disseminated by the Alliance will at all times convey a true depiction of the contextual realities of the relevant subject matter.

No deliberate manipulation of content will occur whereby facts are distorted or exaggerated in order to exploit, provide advantage or sensationalize.

Outdated information and/or imagery will not be used in order to depict an inflated level of success or otherwise in representing initiatives and achievements of the Alliance.

b) **Respect and Dignity**

In producing content, the Alliance is committed to: never objectify or depict any person or community as victims or as an "other"; try to avoid paternalistic images; take care to protect the dignity and/or identity of certain people in vulnerable or sensitive situations, particularly if there are implications for their safety.

The Alliance is committed to use images and messaging in communications in a way that portrays the affected people (including children) in a manner that respects their dignity, values, history, religion, language and culture, and protects their safety and rights, especially if depicted in vulnerable or sensitive situations. The Alliance is committed to ensure that the collection of information, images and stories does not harm people or the environment.

c) **Integrity**

In producing content, the Alliance is committed to: select images that represent any given context or culture fairly and avoid stereotypes; endeavor to give local people and primary stakeholders the ability to communicate their experience themselves; be considerate with text

and framing; seek to comply with local traditions or restrictions; and with consideration for the needs and sensitivities of culturally or otherwise diverse communities.

The Alliance is committed to having an Ethical Decision-Making Framework (EDMF) for Communications to help us make ethical decisions when creating and publishing communications content. It is designed to be applied when operating in ethically 'grey areas', where it might not be immediately clear if an image or story should be used.

An EDMF uses a framework of structured discussions at important moments during the storytelling process. It outlines key issues to be considered, when discussions should happen, who should be involved and what personnel should do if they are unable to make a decision.

Implementing an EDMF helps the Alliance make ethically sound decisions, that are consistent with our mission, values and purpose. It helps ensure all personnel know what to do when faced with difficult decisions and minimises the risks associated with communications, both to our organisations and the people we strive to support.

d) Ethics and Consent

Subjects of photographs will at all times be aware of and consent to their photo being taken and used by the Alliance on a media platform (social or otherwise).

Written consent will be obtained from any person depicted in an image, or from the relevant parent or guardian of any children, where that person is clearly identified or where the image provides substantial information about a person or place that could be damaging to their dignity, reputation or safety.

Consent is not required for images where individuals in a public space have their faces and other identifiable features obscured; crowds in a public space; public figures in a public space; or in conflict situations where more harm could be caused to the photographer and/or subject if asked.

Gaining consent will be undertaken by consistent means regardless of race, religion, ethnicity, indigeneity, disability, age, displacement, caste, gender, gender identity, sexuality, sexual orientation, poverty, class, or socio-economic status. This may involve allowing time for trust to build before consent is granted, ensuring that content is gained from the appropriate sources on any given topic and understanding that the consultation process may/will differ between demographics.

Consent may not always be granted and in this case no content relating to the relevant individual/s may be used. Further, a timeframe during with the image or information can be used should be specified by the subject individual at the time of gaining consent.

e) Sourcing and Supplying Content

Content produced by the Alliance aims to avoid the use of stock images in the portrayal of Alliance initiatives.

Wherever possible, captions should be included that provide relevant information about what is being portrayed in the photograph. In addition, captions should (where possible) give credit to the photographer/producer of an image/source.

f) Social Media

The Alliance is committed to create and disseminate relevant and engaging content that focuses, where appropriate, on positivity and providing a vision of improvement, achievement

and optimism. The Media and Communications Guidance Document provides clear direction on content and procedure.

Editing images through retouching, cropping, adjusting brightness and exposure and other forms of editing will not be used to materially alter the context or meaning of an image; however, where appropriate, editing may be used in situations where an image's context or meaning are not altered, and or where it is respectful to an image's subjects to do so.

g)   **Safety and Privacy**

In publishing content, the Alliance will not supply specific details which could be used to identify the location of private properties, or other details which may compromise the safety and wellbeing of any person or group.

RELATED DOCUMENTS

Ethical Decision Making Framework for Media and Communications
Child Safeguarding and Protection Policy
Ethical Fundraising Policy

REVISION HISTORY

Revision Date	Revision no:	Summary description of revision(s) made	Section(s) changed:
18 December 2019	1	Inclusion of reference to Ethical Decision Making Framework and Media and Communications Guidance Document, addition of further provisions around the prevention of harm protection of people and importance of respect	Introduction and Policy, Related Documents

AUTHORISATION

Christopher Armitage
Board Secretary
6 January 2020
Global EverGreening Alliance Ltd