

Communications and social media policy

Part 1: Communications

The Brave Movement's overriding principle in using visual images, both photographic stills and video, is to maintain respect and dignity in its portrayal of survivors, children, families, and communities.

Background

The Brave Movement strongly supports the United Nations Convention on the Rights of the Child, which makes the best interests of the child a primary consideration (Art. 3), and states that every child has the right to privacy (Art. 16) and protection from all forms of exploitation (Art. 36). Whilst the Brave Movement acknowledges that images may be useful for increasing the understanding of and mobilizing public support for ending sexual violence against children and adolescents, its primary goal is to maintain the dignity of everyone with whom it works. No images will ever be used that are disrespectful or demeaning.



Aim

This document sets out the principles the Brave Movement employs to regulate its images of children and families. The guidelines will be of particular use to staff, consultants, and volunteers who have direct contact with them.



Policy

In its use of visual images, the Brave Movement adheres to the following principles:

1. We will respect the dignity of the subject.

- We will always seek permission when taking photographs or video footage of individuals.
- Consent for taking and using photographs and case studies will be sought from parents and those with parental responsibility, or from the children directly when they are of sufficient age and understanding.
- Special consideration will be given to photographs depicting children with disabilities, refugees, and those in situations of conflict and disasters to accurately portray context and maintain dignity.
- Wherever possible, we will explain to the subject the likely use of the images.
- We will never take pictures of people who say they don't want to be photographed.

2. We will not exploit the subject.

- We will not manipulate the subject in a way that distorts the reality of the situation (e.g., we will not ask them to cry for the camera).
- If necessary, the names of children and families will be changed to protect confidentiality.
- Never will a child's full name or contact details be published.

3. We aim to provide a balanced portrayal of reality in every country we work in.

- We will avoid stereotypes (e.g., humanitarian workers tending to helpless victims).
- We aim to show people helping and working for themselves, not as victims.

4. We will use images truthfully.

- Case histories/descriptions will not be fabricated, although they may be adapted or edited to preserve the dignity and confidentiality of the subject.
- We will not use an image of one thing and describe it as, or imply it is, an image of another. In other words, we will not use an image of one project to illustrate the work of another.

- Where possible, we will use a balance of images (e.g., positive and negative) to reflect the reality of a situation.

If we use an image in a general way (e.g., illustrating a project similar to the one being

- described), we will make this clear in the caption.

We will not use an image in a way that deliberately misinterprets the true situation.

- If an image represents an exceptional situation, we will not use it in a way that suggests it is generally true.
- We aim to be confident that, to the best of our knowledge, the subject would regard the image and its use as truthful if s/he saw it.

5. We will respect the views of our partner organizations.

- We will be sensitive to the concerns and advice of our partner organizations when gathering and using visual material.

6. We will maintain high technical standards.

- We aim to use only high-quality images.
- We may use digital manipulation of images for creative or iconic effects, but not in a way that deliberately and misleadingly distorts the reality of the situation depicted.
- We will not crop an image in a way that misleadingly distorts the reality of the situation.
- In video editing, we will not misleadingly distort the reality of the situation.

7. We will maintain a suitable photo library.

- Images will be current and appropriate.
- All images will be kept centrally and fully documented.
- Old images will be archived.

Guidelines for obtaining communication materials

- Discuss the use of communication materials with children and communities at the beginning of a program or project—do not wait until the material is needed.
- Obtain general consent for the gathering of communication materials at the beginning of a program or project and agree with children and communities on the general messages and types of images that would be appropriate.
- Obtain images and any other private information for publication purposes in a safe and confidential manner.
- Children should be prepared for specific interviews prior to being interviewed.
- Pictures of children should always be decent and respectful.
- All children must be appropriately dressed according to their country of origin. In countries where children wear few items of clothing, be particularly careful about the images you choose.
- Recorded images should focus on an activity, and, where possible, feature groups of children rather than individuals
- Ensure that photographers and filmmakers are not allowed to spend time with or have access to children without supervision.
- Permission to take photographs should be sought prior to events. Children who do not have permission to take photographs should not be included in individual or group photographs. Where possible, event photographs should be taken in group settings at prearranged times.
- As with any other child safeguarding concern, complaints or concerns about inappropriate or intrusive images should be reported and recorded.

Guidelines for publishing information

- Only use the children's first names. Do not reveal too many details about where they live, their school, their hobbies, etc.
- Ask for children's permission to use their photographs.
- Get their parent/guardian's consent and ensure everyone understands how and where the images will be used. (See consent form.)
- Where the risk of harm and stigma is high, take mitigating steps; for example, by concealing faces, using pseudonyms and vague geographical locations, and by non-disclosure of personal information (e.g., whether the child has experienced sexual violence).
- Try to take images representing a broad range of children – boys and girls of various ages, abilities, and ethnic groups.
- On websites, make sure any images you use are not tagged with the child's location.
- Individuals or organizations requesting the use of resources depicting children, such as personal information, videos, or photographs, should sign an agreement concerning the proper use of such materials. Failure to adhere to the terms could result in the termination of permission and the return of information.
- Pictures, materials, and personal information regarding children should be held in a secure area where practicable, and every precaution should be exercised to ensure their security.
- Access to these must be by way of permission only.

Part 2: Social media

Policy statement

The Brave Movement's social media policy covers social media standards for employees utilizing Brave Movement's social media accounts as well as personal use of social media. This policy focuses on safeguarding children on social platforms as well as acceptable use of technology. The requirements outlined in the Brave Movement's Communications Policy also apply to its social media engagement and interactions with children on social platforms. The social media policy applies to staff, consultants, volunteers, and partners.

Scope of the policy

Brave Movement staff must comply with the policy, and failure to do so will lead to disciplinary action.

Who is responsible for implementing the social media policy

The Brave Movement's Communications Director is responsible for overseeing, monitoring, and updating the policy; responding to questions about the policy; and ensuring that all staff, consultants, and volunteers are aware of their responsibilities to comply with the policy. The Brave Movement Communications Director is responsible for removing inappropriate posts by children or adults or posts on the Brave Movement's social media pages that include identifying information about children or other inappropriate content. The Communications Director will seek advice from the Brave Movement's designated safeguarding lead to advise on safeguarding issues.

Using social media sites:

Brave Movement authorized staff and partners are authorized to post and share material on the Brave Movement's social media sites (Facebook, Twitter, LinkedIn) in the name of the Brave Movement. Before posting on the Brave Movement social media platforms, all staff must read this policy and gain approval from their manager to access the social media accounts.

Organizational requirements:

A significant number of social media sites require children to be over the age of 13, so the Brave Movement will follow this requirement and only target communications to children aged 13 and above. Allowing children younger than 13 to engage with the Brave Movement on these sites would breach terms and conditions. Staff, associates, and young people under age 18 partnering with the Brave Movement on advocacy-related projects utilizing social media must be required to abide by the following social media rules:

- Ensure that young people are not identifiable through social media tags, information about location, etc.
- Ensure young people do not share their location, even in articles not produced by the Brave Movement.
- Ensure young people do not arrange to meet anyone they have encountered via social media. Always report suspicious contacts.

Rules for all staff, consultants, volunteers and members who are posting about their work under the Brave brand (this includes from a Brave social media account or posts which feature Brave assets such as t-shirts and posters):

- Never upload or post any defamatory, obscene, abusive, or harmful content.
- Always keep posts positively framed. Only focus on the good outcomes of your work as part of the Brave Movement.

- Never upload photos of minors, even if they are unidentifiable, to share their personal lived experience or an incident of violence that they've experienced.
- Do not share any sensitive information, such as the name or location of a child or commercially sensitive information.
- Always comply with the site/service's terms of use.
- Think carefully about what you are posting or sharing on behalf of the organization, and the Brave Movement.

Rules for the personal use of social media for staff, consultants and volunteers:

- Comply with all the above listed rules for posting as a Brave profile
- Inform the Brave Movement Communications Director if you observe another staff member breaching these rules.
- Always write in the first person.
- Think carefully about what you are posting or sharing. You are personally responsible for this content.

Monitoring and reviewing the policy:

Social media sites may be monitored, and if staff, consultants, or volunteers are found in breach of the rules, they are subject to disciplinary procedures. Misuse could have serious implications and could break the law, especially in the case of child abuse images, defamation, harassment, and bullying. This policy will be reviewed annually. The Director of Communications will lead the review and inform the Deputy Director of Movement Building of necessary changes.