Images and messages policy

Introduction
WISE works with incredibly vulnerable groups of people who depend on external support for basic rights such as health and education. The power imbalance is enormous. In an increasingly competitive and media-savvy world, we may be tempted to showcase our work through sleek communications, but we must do so while respect the dignity of the communities we work with.

Therefore, we are committed to a thoughtful and responsible approach to our external communications.

Applicable to	Team members taking or using photos and videos
Status	DRAFTING
Bahasa Indonesia	CONTENT REQUIRED

Core values

The values that underlie our policy are:

- Respect for the dignity of the people concerned;
- Belief in the equality of all people;
- Need to promote fairness, solidarity, and justice.

We recognise that failure to embody these values could lead to:

- Harm to the people concerned and the communities they represent;
- Increased risks of lawsuits and difficulty in defending a lawsuit;
- Potential financial costs such as lawsuits and withdrawal of funding;
- Potential reputational costs as a result of complaints or lawsuits.

Ethical principles

Principle	Considerations
Autonomy	- How do I respect a person's right to decline or consent to share their story or photo? - How do I handle informed consent?
Do no harm (Non-maleficence)	- Am I communicating stories and images that respect and do not harm the individuals involved?
Do good (Beneficence)	- What is my intention in interviewing this person and/or taking their photo? - How can my stories and images be meaningful while doing no harm to the individuals involved?
Fidelity	- Are my stories and images used in a context that fairly represents the situation, individuals involved, and location? - How am I properly crediting the authors, photographers, and subjects?

Issues covered

The policy will cover the following issues:

Guidelines for interviews and taking photos/videos

The recommended approach to conducting interviews with and taking photographs or videos of people, considering cultural sensitivity, legal implications, and informed consent. Although not legally required, it is good practice to obtain written consent when possible, especially when sensitive, personal, and private information is revealed in the story, photo, or caption.

A consent form is included in the Annex.

Guidelines for using quotations and photos/videos

The recommended approach to using quotations and photographs in WISE's communications.

Copyright and use of third-party photos and videos

Ownership issues and the use of photos and videos by third parties.

A permission template is included in the Annex.

Training

All team members involved in developing content for WISE's communications channels and taking photos /videos must be familiar with this policy before they participate in any relevant activities.

References

The policy has been developed from extracts or adaptations of the following references:

- Development and photography ethics (K4Health, 2013). Johns Hopkins University.
- Dochas' Code of Conduct on Images and Messages (2021)
- Photography policy worksheet (K4Health, 2013). Johns Hopkins University.
- The practicalities of informed consent in development photography (Idris 2015). Save the Children International.
- UN photo usage guidelines

No review of applicable law as related to the practice and use of photography and videos has been performed for the development of this draft policy.

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