

Communications and Media Policy



1. Introduction

Media and social media communication is essential for the promotion of GraceWorks Myanmar's (GWM) work and activities.

In all communication with the public, including project partners, stakeholders, media, other organisations and the broader community, GWM will act in an open, honest and transparent way and in line with its mission and values.

Communications will not be untruthful, exaggerated or misleading. GWM is committed to ensuring that its communication has integrity, is truthful, does no harm to people or the environment and upholds respect for all people.

Images, messages, and stories used in public materials are obtained and used according to ethical procedures as outlined in the Ethical Principles of the Fundraising Institute Australia (Annexure B) and using GWM's Ethical Decision-Making Framework (Annexure A).

All communications produced, for both internal uses and wider circulation, will comply with GWM's Privacy Policy, State and Federal laws, Department of Foreign Affairs and Trade policies and requirements and the ACFID Code of Conduct including ACFID's Fundraising Charter.

GWM will not make statements about other ACFID Members with the intention of creating reputational or other advantage. However, if we have legitimate and well-founded concern about another NGO, we will use the complaint mechanisms that are available through ACFID's Code of Conduct Committee.

Communications about fundraising will comply with the standards and code of ethics of the Fundraising Institute of Australia.

2. Definitions

The following definitions apply to this policy:

Media	All forms of media including verbal, written and electronic e.g. print, radio, television and online.
Social media	Social media is internet and mobile-based tools for creating and sharing information and engaging in discussions, including, but not limited to: Social networking sites e.g. Facebook, Twitter Video and photo sharing websites e.g. YouTube Blogs Forums and discussion boards Other web sites that allow individual users or companies to use simple publishing tools.

3. Roles and responsibilities

All office holders, CEO, staff and volunteers of GWM must be mindful about the impact of media on GWM's reputation.

GWM's media spokespeople are:

- Chair of the Board or their appointed delegate
- CEO or their appointed delegate
- Communications Officer

Staff/ volunteers who have a story/promotional opportunity which highlights GWM activities/events must first liaise with the Communications Officer and provide at least 14 working days' notice.

The Communications Officer will coordinate all media and social media relating to GWM events, GWM activities or stories about Myanmar's current socio-political status.

All organisational information about GWM and its activities must be approved by the CEO. This includes all media and social media.

All corporate statements about GWM are issued by the Chair of the Board.

4. Procedures

- 4.1 GWM will provide reports on significant programs, general organisational-level strategic documents, policy papers, reports and press releases, published research that is not otherwise copyright (see 6.4 below) and descriptions of GWM's formal agreements with other INGOs.
- 4.2 We will communicate transparently about GWM activities whilst protecting vulnerable individuals from harm. Exemptions may apply for data protection regarding our work in the Rakhine, naming donors and local partners if they do not wish to be named. Sensitive information may include the names of GWM/ GWCL facilitators and photos of these people and the names of villages within which these people work. However larger township names and the numbers of villages involved may be permissible if the CEO determines that it is unlikely that people will be harmed.
- 4.3 Abstracts of research papers affiliated with GWM will be made publicly available on GWM's website through a link provided by the researcher. It is important to note the risk of copyright breaches if any more than the link is provided.
- 4.4 The GWM Annual Report will be prepared in accordance with the ACFID Code of Conduct guidelines.
- 4.5 GWM newsletters and other media and social media promoting GWM, must contain accurate and up to date information.
- 4.6 Reports to stakeholders will contain truthful information and accurately reflects outcomes so that we provide accountability to our stakeholders.
- 4.7 Appropriate permissions must be sought from individuals who share their image or story to GWM using the Consent Form. This Form has been translated into the Burmese language and/or images used where appropriate, to ensure permissions are comprehended by those involved.
- 4.8 A copy of communications or fundraising materials which use images or stories of primary stakeholders are provided to those stakeholders.
- 4.9 We will acknowledge the contributions of our donors and partners, except where they specifically request not to be named (see 6.2 above).

- 4.10 All media releases/distributions must follow GWM's branding guideline and style guide.
- 4.11 We discourage promotion of GWM on personal social media platforms.
- 4.12 Fundraising concepts and initiatives must be approved by the CEO.
- 4.13 All fundraising material will state the purpose for which funds are being raised, how money collected will be used, including administrative costs, how money collected in excess of the required amount will be spent, and any other information as required by the appropriate Federal and State Legislation.

5. Related policies

- Privacy policy

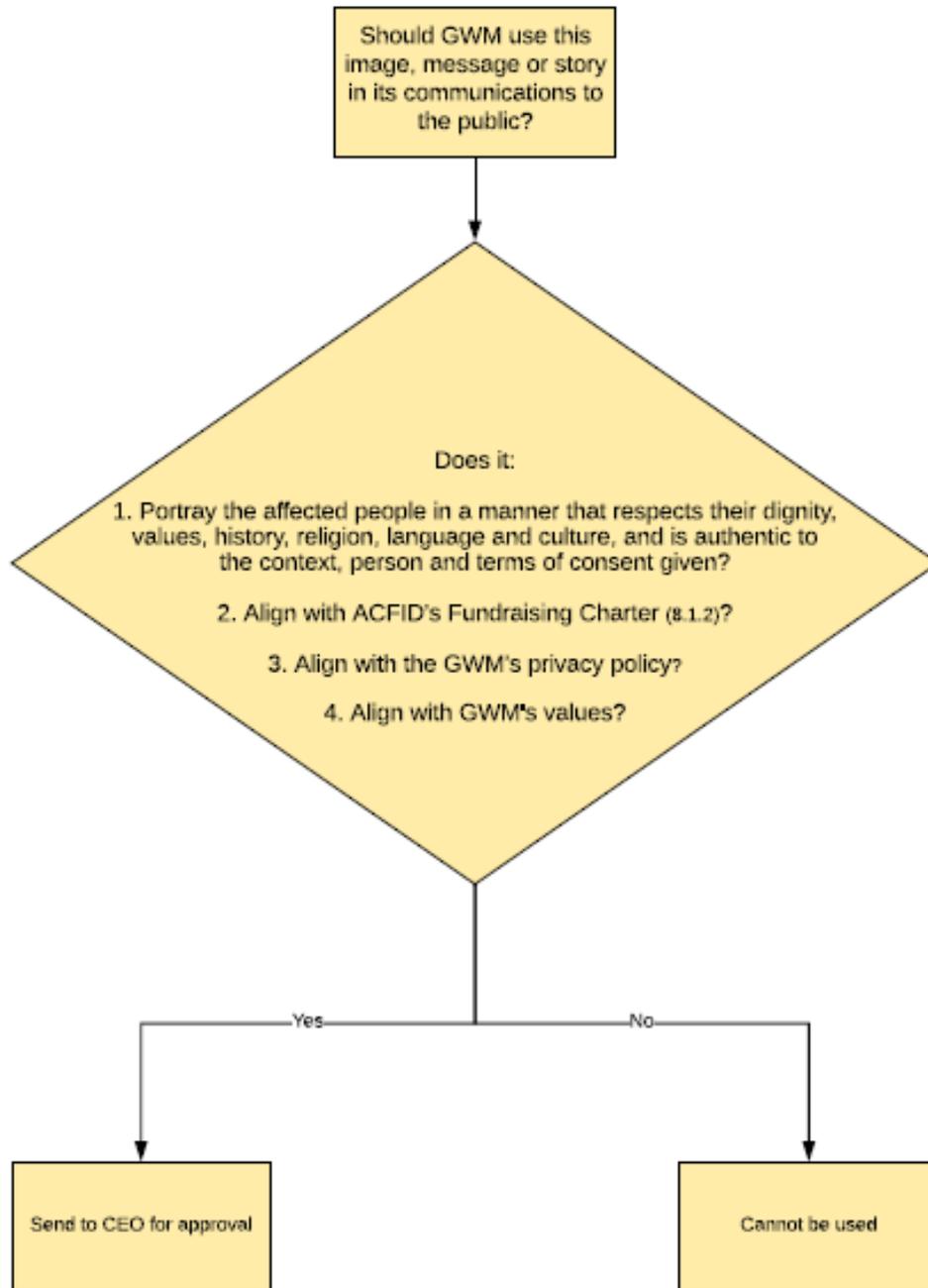
6. Related Forms

- Consent form
- Ethical Decision-making Framework (Annexure A)
- The Ethical Principles of the Fundraising Institute Australia as at June 2011 (Annexure B).

7. Policy Review

This policy will be reviewed every 5 years.

GWM Ethical Decision-making Framework



The Ethical Principles of the Fundraising Institute Australia as at June 2011 are:

- Honesty** FIA members should act honestly and truthfully so that public trust is protected and donors and beneficiaries are not misled.
- Respect** FIA members should act with respect for the dignity of their profession and their organisation and with respect for the dignity of donors and beneficiaries.
- Integrity** FIA members should act openly and with regard to their responsibility for public trust. They shall disclose all actual or potential conflicts of interest and avoid any appearance of ethical, personal or professional misconduct.
- Empathy** FIA members should work in a way that promotes their purpose and encourages others to use the same professional standards and engagement. They shall value individual privacy, freedom of choice, and diversity in all its forms.
- Transparency** FIA members should stimulate clear reports, about the work they do, the way donations are managed and disbursed, and cost and expenses, in an accurate and clear manner.