



Social Media Policy

"Dear NGOs,

At last- I have reached the final stage of grief... acceptance. You used me for my beautiful story of courage and hope all the while not really doing what the children need the most. I refuse for you to ever treat another vulnerable child like you treated me for seven years and even today while I'm at the top of my game. I have a big heart but where I went wrong was listening to my mother when she said support UNICEF. She doesn't know how dehumanizing it was being photographed at my most hungry, most sick, and most vulnerable. Pretty sure Miss Angelina Jolie held me in one of those UN marketing visits, but they would always go back and leave us how they visited us... alone to fend for ourselves. Moving forward all NGOs must have signed permission from refugee parents before photographing minors for the whole world to see. We are humans not props to make you feel better about your sad, lonely life. No more white saviors- the children need someone who has walked in their shoes. No more middleman, so from now on, let the record reflect that I will only support communities directly."

- Halima Aden, Somali American model and advocate



Because our vision is to promote dignity and autonomy in humanitarian crisis interventions, how we represent these crises and those they impact in all social media is vital to the work we do as an organization. We do not aim to establish hard and fast rules that clearly lay out what to share or not to share. Instead, we will promote some general guidelines for social media activity for both the organization and those associated with it. Our social media policy has been adapted from UNHCR and is in accordance with social media policies of other humanitarian actors.

Social media is a safeguarding issue, and we ask that you please comply with these rules. If a post is deemed inappropriate by a member of our team or the affected community, we will request that it be taken down immediately.

Ask. Before posting anything ask yourself these questions.

- Who are you centering with this post?
 - Is this post promoting the right narrative?
- Do these pictures or words promote the privacy and dignity of those involved?
- If this were someone sharing an image/story about me or a loved one, is this the way that I would want my image to be conveyed?
- Is there a power dynamic that might influence the legitimacy of an individual giving consent?
- Is the individual old enough/capable to consent?

Be accurate. Outdated figures or erroneous information can spread rapidly on social media. Always double-check your facts before posting and refrain from exaggerating a setting or story for any reason.

Be clear. If your post might be misinterpreted, find a clearer way to phrase your message.

Respect confidentiality. If a story, image, or other content shared on social media allows an individual to be identified and their consent was not clearly given in writing or with an additional witness, **do not share the post.**

Ensure safety and protection. Bear in mind that information you post, especially locations or personal details, could put you or others at risk. Displaced people are an incredibly vulnerable population for reasons you may not be aware of. Sharing of their information



could compromise their asylum cases or the personal safety. **We kindly request that no images of children from affected populations that make them identifiable be shared to social media for any reason.** We also ask that you check with your team lead before disclosing any location information on social media.

Show respect and obtain consent: When you talk about, photograph, or videotape members of the affected population, we ask that no identifiable elements be included (i.e. faces, names) and we ask that you obtain consent while being aware of the potential power dynamic.

Stick with what you know. When talking about the project or organization, focus on your own experiences and areas of expertise. As previously stated, misinformation can spread quickly and in small communities like hotspots or refugee camps, rumors can compromise the integrity of the organization.

Show integrity. You are responsible for your online reputation, which may impact. Be aware of your digital footprint and act as responsibly online as you would in any other public context.

We encourage you to use social media as a powerful tool for advocacy and fundraising efforts but request that you are conscientious of the safeguarding concerns we have about its use. As a reminder, all safeguarding concerns should be brought to

For our ground teams, we recognize that social media is an important communication medium when we are all working in the field. We encourage the cultivation of relationships using social media platforms and have no issue if you would like to connect with members of the community and other volunteer groups on these platforms. In-Sight Collaborative and our partners hold no responsibility for the communication that occurs outside of team chat groups unless it becomes a safeguarding issue. Please be aware of the need for boundaries and ensure that you prioritize the emotional safety and wellbeing of yourself and the individual you are in contact with.