

# SAFEGUARDING CHILDREN AND COMMUNITIES IN OUR PERSONAL SOCIAL MEDIA USE

Before posting to your social media, **THINK**

THERE ARE SIX KEY PRINCIPLES TO REMEMBER, **THINK...**

**C I R C L E**

## **E** XPOSURE

- **Do not tag** children's imagery with their name or social media handles nor that of their parent or caregiver.
- **You must** exercise caution and professional judgment when communicating with an unknown social media request or a person you have reason to believe is under the age of 18, regardless of whether they are from the communities we work in, or not.
- **On social media**, you may want to 'follow' a child due to her/his public persona or relevancy to your work. For example, following a well-known child campaigner such as Greta Thunberg or Malala. Please do so, but do check that their content is appropriate and in alignment with our policies, and always treat children online with respect.
- **We should only use authorised devices and equipment**; especially to take photos of children. If this isn't possible, seek special authorisation from the Country Director (CD) and the communications lead first.
- Where you have been **authorised to use your personal device** due to lack of available authorised devices available, ensure you transfer the images on your office laptop immediately after the activity and delete the pictures from your personal device.

## **L** OCATION

- **Do not disclose the exact location of a child or the program.** Identifying this information could put children or their communities in danger. Please be sure never to include visible landmarks such as hospitals, health clinics, school signs or identifiable school uniforms in any images. Images can also contain geo-tagging, this should also be removed before using any photos online.

## **C** ONFIDENTIALITY

- **Do not discuss or share**, via personal social media, any sensitive, confidential or internal information concerning children or their data.
- **Do not share** personally identifiable information (PII) about children or adults. This includes phone number, address, date of birth, full name, school name, health status, etc.)
- **Do not exchange** personal contact information with children with whom we are working, including personal phone number, email, social media, and any other method of communication.
- **If your work includes** communicating with children, this must be done via an authorised work device and/or professional channels such as your work email address. Do not use personal social media to conduct work activities. If this happens, tell your line manager and the child's caregiver.
- **Do not accept** or make 'friend' requests to beneficiary children, or those who used to be beneficiaries. This is strictly prohibited, no matter the circumstances.

## **C** ONSENT AND AUTHORISATION

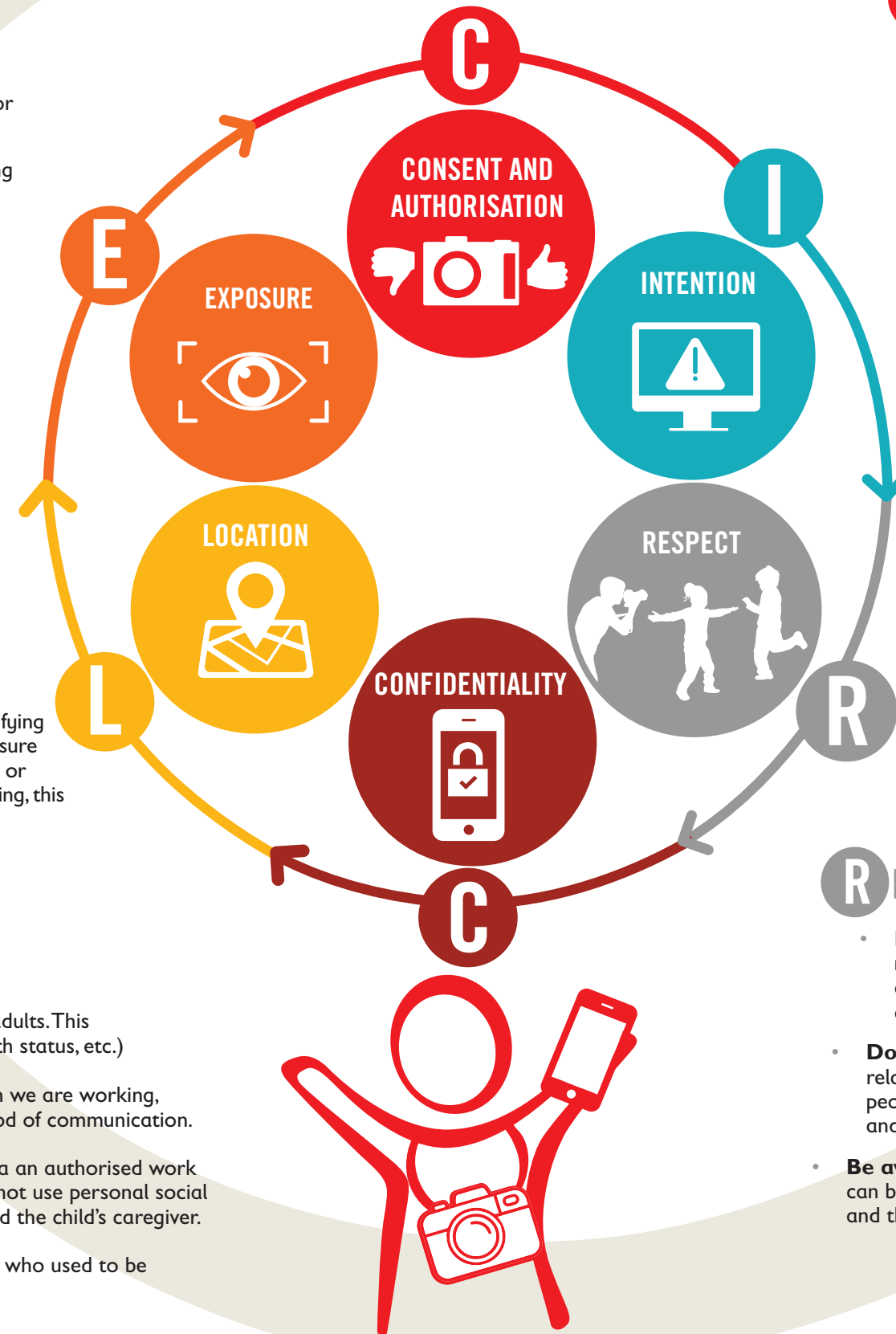
- You **CAN** take photos of locations, activities or programmes as long as no individuals are identified in the course of normal business use. For example, if you are working on a WASH program, it is **OK** to take a picture of a latrine! No prior authorisation is needed for this type of photo.
- You **CANNOT** take identifiable photos/videos of children, people within the communities (including people who are served by Save the Children programs) that you have met through the course of your work. Unless you:
  - Have a clear organisational purpose (**no "selfies" with children!**)
  - Adhere to the **Global Image Guidelines** – [available on Content Hub](#)
  - **Get authorisation** from the Country Office Director or Communications lead (before collecting content, and afterwards, by sign off)
  - **Get full informed consent** (evidenced with a signed copy of the global consent form) from both the child and their caregiver, and
- You **MUST** ensure when taking any photo that there are no security concerns or legal restrictions – check with the Country Office (CO).

## **I** NENTION

- **We love our staff** showing their support for our mission online, please do follow and share content from our official Save the Children social media accounts.
- **We encourage** you to share content that has been published on our official Save the Children social media accounts. If you are an expert in your field, who uses social media for work purposes, the content you share **MUST** meet all of the criteria mentioned above in the consent section.

## **R** ESPECT

- **If you have authorisation, consent and a clear business need**, you must still be aware of how you portray children and adults in the communities in which we work. Be respectful of every child and how each child wishes portray themselves.
- **Do not position yourself as a 'saviour' or 'hero'** in any content that relates to children or the communities in which we work. This can lead to people wrongly thinking that our beneficiaries are helpless, or powerless, and can really undermine our work.
- **Be aware** of sweeping statements, generalisations and stereotypes that can be offensive to children, crisis-affected communities, their countries and their culture.



## REMEMBER

You are bound by the Safeguarding Framework policies (Child Safeguarding, Protection from Sexual Exploitation & Abuse, Code of Conduct, and the Social Media policy and IT and procedure policy) and our Code of Conduct at all times. This includes your personal social media use. We are always respectful towards children. If you've seen anything that concerns you, do report it on DATIX or via your Child Safeguarding Focal Point.



Save the Children