

Field work and story documentation standards + guidelines

This document outlines do's and do not's for all staff, contractors, and guests of Water.org to honor when collecting content to publish about the people we serve.

The goal is to ensure we are respectful of the people we serve and the Water.org brand.

Remember, wherever you are in the world, no matter what you are producing, when you are working in the communities and homes of the people we serve, you represent Water.org. What you say, do and produce directly ties to the reputation and credibility of our organization. Your work has the potential to affect the partnerships that make our work possible and the relationships we've established with the people we serve.

Do's and do not's – performing interviews for publish

Do's	Do not's
Respect the homes, families, and surroundings of the interviewees.	Do not document or include in your final published piece the last name or family name(s) of the interviewee.
Be conscious of the cultural behaviors of the individuals and follow suit i.e. – walking around their property, shoe wearing in homes, wearing head or shoulder coverings, accepting or politely declining food or beverages offered by the families, shaking hands versus non-touch greetings.	Do not document or include in your final published piece the address of the interviewee's home or place of employment.
	Do not ask to hold small children or pets.
	Do not give the interviewees, their families, or surrounding neighbors gifts such as candy, or gum, or other items you are carrying.
Obtain formal consent via signatures from all individuals filmed or photographed for use of their likeness in pieces to be produced.	Do not take photos or video of the people served by Water.org without their explicit permission via a signed release. Contact Marketing to obtain a release template.
Ensure all content planned and collected accurately reflects the work of Water.org.	Do not document the improvement to the home or community without referencing the means by which it was achieved – small, affordable loans make access to safe water and sanitation possible for the people we serve. Water.org does not give these solutions out. More on our work here .
Water.org's smart solutions empower people to fund their own safe water and sanitation solutions. More on our work here .	
Familiarize yourself with the facts about the world water crisis. It is important to understand the facts before documenting stories about how the water crisis affects/ed the people we serve. That information is here .	Do not include unsubstantiated facts or attribute facts to Water.org that are not approved and documented by Water.org. That information is here .
Use a positive tone to tell the narrative of Water.org's solutions.	When composing your narratives, do not focus only on the negative affect(s) of the water crisis on the interviewee, but remember to include the solution that changed their story in a positive, hopeful way.

While on site, if you choose to post content on social media confirm with the Water.org country staff that the image(s) you wish to share include an improved solution implemented by Water.org.

Further, confirm approval to post images via the release form referenced above.

Do not tag or include “@Water” or “Water.org” if you choose to share experiences on your social media that are not directly related to time spent at Water.org sites. For example, do not share images of your hotel or plane or other potential luxuries experienced while traveling to perform your work.

Finally, if you are sharing any content from your social media account during your visit, consider your surroundings and think about possible misperceptions of how Water.org could be perceived based on the content you are sharing/writing

Do not use such language as “trip” or “vacation” when referring to the site visit.

Do not use inappropriate language or a negative tone to describe your experience.

Support

The Water.org team and representatives from our partner organizations can guide you through your field work to respectfully produce accurate, positive content.

If you require additional support related to achieving and publishing content that aligns with our above outlined requests, please contact Water.org’s marketing team.

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