

Ethical Decision Making in Communications Check List

Prior to publishing content, stories, quotes or photographs in any forum (internal or external) or in any communications channel - for example internal presentations, newsletters, the website, printed collateral or social posts - we must observe the following checklist.

Questions:	Yes / No
1. All communications and photos must adhere to our Fundraising Charter	
2. All communications and photos must honestly portray the situation we are describing.	
3 All communications including photos must not omit facts that are relevant to the truth of the situation.	
4. We must not exaggerate in our communications or photos	
5. The situation we are describing should not be misrepresented	
7. If the content includes a story or a quote - we require the consent from the individual featured to publish.	
8. The privacy of people we are including in our communications pieces must be respected according to our Privacy Policy.	
9a. All communications and photos must be ethical, represent our Good Samaritan values and be respectful of the both the individual and the region	
9b. We must be able to say yes to this question. Does this communication and photo protect the rights of children and vulnerable adults?	
10. We must be able to answer yes to this question. Does this communication and or photo respect diversity across all forms and we will adhere to our Gender Policy for guidelines.	
11. We must be able to answer yes to this question. Is the content/story/photo culturally appropriate?	
12. We must be able to answer NO to this question. If an image does it show photos of dead bodies or violence or sexualise or seek to shock the viewer?	
13. We must be able to answer yes to this question. Have we acknowledged the role of any partners involved?	
14. Are we using approved content regarding the nature of our work? If not has the Executive Director given approval for this communication to proceed?	

15 We must be able to answer yes to this question. If an image or photograph - do we have the rights to publish?	
16. Has the Executive Director signed off prior to publishing? ED sign off is required to sign off on all published materials, unless you are given a temporary delegated authority.	