



JESUIT WORLDWIDE LEARNING
HIGHER EDUCATION AT THE MARGINS

Media Relations and Social Media Policy and Guidelines

Purpose and scope of the Guidelines

Social media can play a key role in advancing Jesuit Worldwide Learning's (hereafter referred to as JWL) vision and mission, as well as further carrying the voice of those it serves. However, social media also has the potential to result in reputational damage as well as legal repercussions for JWL.

The present Policy sets out guidelines on how to maintain JWL's social media presence, as well guidelines on social media etiquette for staff (defined as but not limited to employees, temporary staff, volunteers, tutors, teachers, community learning centre coordinators, all third-party contractors and freelancers) in both a professional and personal capacity. It sets out what JWL staff and all others to whom the Guidelines apply need to be aware of when interacting on social media platforms, while protecting JWL's its reputation and preventing any legal issues.

The Policy is effective as of 1 January 2019.

While some of the guidelines may appear to be more applicable to those authorised to post on JWL social media channels, it is strongly advisable that all adhere to them. Remember that things you do or say on social media, even when done outside of working hours and the working environment, could harm your reputation or that of JWL. When that happens, it becomes JWL's business.

We trust that you will be ambassadors of JWL both in and outside the workplace.

Vision

JWL believes that tertiary learning and the formation of a global community of learners addresses the root causes of poverty, isolation, despair, conflict and displacement in order to build a more peaceful and humane world. JWL knows education fosters hope.

Mission

JWL provides equitable high quality tertiary learning to people and communities at the margins of societies - be it through poverty, location, lack of opportunity, conflict or forced displacement – so all can contribute their knowledge and voices to the global community of learners and together foster hope to create a more peaceful and humane world.

Our values

The 9 Cs:

- ❖ Compassion, love and hope
- ❖ Competence, open mindedness and honest engagement with reality
- ❖ Commitment and service
- ❖ Communities of learners, inclusive and diverse, global and local
- ❖ Conscience for justice and social responsibility
- ❖ Collaboration
- ❖ Cura personalis, care and respect for the entire person, dignity and freedom
- ❖ Creativity
- ❖ Critical and transformative thinking

The Basics

All staff are expected to stand by and embody JWL's values.

All staff have a role to play in raising awareness about JWL and its goals. However, unless you were specifically asked to speak on behalf of the organisation, leave the formal marketing or public relations role to the Communicators/Spokespersons, unless you have been asked to do so. When in doubt, get in touch with the Communications team.

If you notice a social media post that you believe may violate the content of this Policy and its guidelines, please raise your concerns with a member of the Communications team. Do not attempt to address the matter on your own. This is often impractical and can at times backfire (including by drawing more attention to the original post).

We welcome and encourage a safe, supportive work environment and team spirit. However, think twice before you connect/send a friend request to a JWL colleague or a staff member of one of JWL's partners. They may not be comfortable with this.

Contact with the Media

Staff (as defined in this document), may not initiate contact with the media, nor are they authorised to respond to media enquiries directly related to JWL without first contacting the Communications team.

Contact with the media can only be initiated or authorised by a member of JWL's Communications team.

If you are contacted directly by a member of the media, please contact the Communications team to discuss the appropriate response.

Please note: Staff may be contacted by several media outlets with similar questions related to a single issue. You are required to consult the Communications team every time you receive a media request.

Confidentiality

JWL does not discuss or speculate about the opinions, behaviour, or motives of colleagues or students with the media, including not commenting on their status. Consent forms must be obtained from students prior to using their names or pictures.

No non-public information (financial or otherwise) may be disclosed.

Guidelines for posts

Writing style

JWL uses British English for its formal correspondence and social media content. JWL's secondary languages for social media are German and French.

1. Creating posts:

Think before you post

Please take the time to pause before you Tweet, post on Facebook, Instagram, or LinkedIn. Once it's out there, it's out there forever! A well or carefully-crafted post could make a positive impact on JWL and those we serve. A poorly-crafted message could have lasting negative consequences, including misrepresentation of work and loss of public and donor trust.

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| - What are we trying say? | - If the post will include a link, make sure that the link works. |
| - Is the text simple enough for a wider audience to understand? | - Fact-check |

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| <ul style="list-style-type: none"> - Does the language discriminate? - Is it too politically sensitive? - If you're talking about a (or several) student(s) – are they being empowered or is it a diminishing message? - If you must state some harsh realities, try to place an element of hope at the end, show that action could/ has/is/will soon be taken – emphasis on possible solutions. | <ul style="list-style-type: none"> - Spell-check - Have you complied with any copyright considerations? - Make sure you are respecting any confidentiality requirements |
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Photos

Photos can certainly make a difference in terms of drawing a person's attention and communicating a powerful message or story. However, a photo or image can 'paint the wrong picture,' violate copyright laws and even place persons in very real danger. Before using a photo, take the time to consider the following:

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| <ul style="list-style-type: none"> - Is there a clear link between the photo and the text? - Do you have an informed consent form? If not, obtain it before posting/publishing. - Avoid using photos that do not belong to JWL. <i>Photos belonging to JWL are taken by staff and as defined in the scope of this policy.</i> - If a photo not belonging to JWL really is the best one to use (please consider alternatives): <ol style="list-style-type: none"> a. Has the photographer provided consent to the use of the photo(s)? b. If not, please obtain the photographer's consent– in writing. c. Credit the photo. - If published, would this photo put the subject(s) in any danger? We should know this before the photo is snapped but it can't hurt to re-evaluate. - Please re-consider tagging of colleagues on JWL social media posts. While willing to be featured, they may not be keen to be tagged/named. |
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For additional information on obtaining consent, please see Annex I of this document.

3. The

While it may be more appropriate for some platforms like Instagram, do not use too many hashtags (#) in a single post. If possible, limit to **two or three** #s per post. Make sure they are the most relevant ones for the post. Have you checked how those #s are being used by others? Does it make sense?

4. Re-tweeting, re-posting on social media platforms

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| <ul style="list-style-type: none"> - Why are we retweeting the post? - Don't just retweet because JWL is mentioned. Has JWL been correctly and fairly represented in the post? - Does the language of what you are considering to re-tweet/re-post discriminate? | <ul style="list-style-type: none"> - If a retweet involves a story/interview of one or more of our students, how have they been approached? Was the journalist ethical? Was the journalist overly-condescending or insensitive? |
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5. Responding/engaging on social media

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| <ul style="list-style-type: none"> - Don't encourage/engage with 'trolls' - Where appropriate, respond with facts - Focus on highlighting/supporting positive comments |
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6. Correcting mistakes

A typo, an unfortunate autocorrect, an incorrect statistic... We re-iterate the importance of taking the time to pause, evaluate the reason/need for the post, fact-check and spell-check. Honest mistakes still happen. When they do:

<ul style="list-style-type: none">- What is the mistake? Does it lead to a misunderstanding/misinterpretation of intended message? Was it an inaccurate figure?	<ul style="list-style-type: none">- Edit where possible but acknowledge the error and present correct information.- If in doubt, contact a member of the Communications team
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7. Creating social media accounts

New social media accounts in JWL's name may not be created unless prior approval is given by the Global Communications Director. All accounts must align with JWL's brand/visual identity. Content must clearly be relevant to JWL's vision, mission and comply with the present Policy. If you believe there is a case for creating a new account, please get in touch with the Global Communications Director.

8. We want to hear your thoughts

Social media evolves quickly and we are always on the lookout for ideas that may assist us more effectively communicating our vision, mission, and carrying the voice of those whom we serve, reaching a greater number of persons. You may have a creative idea and/or have noticed something about the realities of the work that we do and the persons involved. If you have any ideas, please do share them with the Communications team.

9. Updating of the policy

The policy will be reviewed on an ongoing basis, at least once a year, and necessary updates will be made as appropriate. Updated versions will be communicated to all JWL staff.

Communications team contacts:

Alessandra Carminati, Global Communications Director – alessandra.carminati@jwl.global

Policy last updated January 2022

I hereby confirm that I have read and understood the contents of the JWL Media Relations and Social Media Policy and Guidelines.

Date:

Full name:

Signature:

Annex I - Guidance on obtaining consent

I. Consent

1. JWL requires its photographers and film crews to obtain informed written consent of individuals to be interviewed, photographed or filmed whenever this is considered necessary (see Table 1). Informed consent means that the individual understands and agrees with the taking of the photograph, video and/or testimony as well as with its purpose and the planned use (including its publication). The consent must be obtained in circumstances that ensure that the individual is not coerced in any way. Photographs or film footage depicting recognisable individuals for which consent has not been obtained may not be used by JWL. Interviewers/photographers/film crews should not offer or promise to offer payments or any other form of compensation for participation or consent.
2. Consent forms should be filled out and signed when photographing or filming any subjects. JWL does not work with minors (defined as under the age of 18). Whether or not the subject/interviewee is 18 years-old or older should be determined prior to obtaining any written and/or audio/visual material. Any material mistakenly obtained from a minor must be immediately discarded.
3. The standard JWL consent form should be used. It is currently available in English. If the intention is to take photographs or videos in a country where English is not spoken (or not fluently) consent forms should be prepared ahead of time in the local language of the area to be visited. Alternatively, if the photographer or film crew will be travelling with someone who speaks the local language, that person should be asked to translate the request for consent.
4. If it is not possible to obtain written consent, for example when a person speaks a different language, or is illiterate, then the photographer, film crew or interpreter should explain the consent required and record the person's verbal agreement on video.

Table 1. Consent and permission requirements in connection with photographs and videos

Consent not required	Written consent or recorded verbal consent required		
General	General	Particular care required	Extreme care required
Unrecognisable individuals in public (faces and all other identifying features are obscured), except as otherwise provided in this table	All recognisable individuals, in all settings,	JWL does not work with minors (defined as under the age of 18).	Images of persons whose social/socio-political situation or past may carry a stigma and/or place them in danger:
Public figures/personalities in public (e.g. celebrities, politicians, business leaders)	where there is or may be an expectation of privacy	Recognisable individuals in any setting where personal information is exposed in the photograph, film or text.	<ul style="list-style-type: none"> - Regional/in-country/local security situation, including as may relate to minorities - Regional/in-country/local social or other laws/norms/customs, including as may relate to minorities - A victim of gender-based violence; former child soldier that has been pictured with a weapon; an asylum seeker, refugee, or internally displaced person (IDP), a member of a minority that may face reprisals - Seek advice of local JWL staff/local JWL partners
Speakers at public meetings or conferences		If photographs or videos are to be taken off JWL premises, in a building or facility that is not open to the public (e.g. a school or hospital), written permission is required from the owner, director or manager in order to access the building and take the photographs or film	
Crowds in public not depicting identifiable individuals (e.g. an audience at an outdoor concert)			



Informed Consent Form

This form is to ensure that persons interviewed by Jesuit Worldwide Learning (JWL) agree to the publication of their testimony and/or featuring their image, photographic still or video, or voice recording, by JWL, its partners and affiliated partners, fully aware of their rights to have their dignity and security protected. Photos, video footage and testimonies will be used responsibly, taking into account the subject's experience, protection concerns and possible consequences. Upon request, JWL will change the real name of interviewees and subject of stories and will note this accordingly.

The interviewer or video/photographer is responsible for informing the interviewee about the implications, purpose, and intended use of his/her story, photograph or video footage. It must be made clear to the interviewee that the material will be circulated widely. Information should be provided, as far as possible, in the subject's native language, or in a language in which the subject is demonstrably fluent. No interviewee should feel pressured or be coerced into granting consent.

Consent

First name: Last name:.....

Contact Telephone Number(s) of Interviewee:

Status:..... Country of Origin: Country/Place of asylum/current residence: Country and place where interview took place/photo was taken:.....

JWL does not work with minors (defined as under the age of 18).

I am 18 years-old, or older: YES NO – If NO, any written, audio/visual materials should be discarded.

I have been carefully informed (if necessary in my mother tongue) about the purposes for which JWL and its affiliated/partners will use my testimony and/or image, video or voice recording, whether it will be made public and the intended audience.

By ticking the boxes below, I either grant or deny my consent to JWL, its partners and affiliated partners, to use my testimony and/or image, video or voice recording for its use in online and offline publications.

I authorise the use of my real name: YES NO

I authorise the use of my image in photo or video over the Internet: YES NO

I authorise the use of my photo or video in a non-web environment such as a classroom: YES NO

.....
 Date and place

.....
 Signature or thumbprint
 (interviewee)

.....
 Full name and signature (interviewer/photographer/JWL staff)

.....
 Full name and signature of the witness (in case (in case of thumbprint))