

Prospect Burma Media and Social Media Guidance

Scope:

This guidance applies to staff, volunteers, trustees and anyone connected to Prospect Burma including (but not limited to) students, alumni and partners.

Definition of media and social media:

Your personal social media (Facebook, Twitter etc.) and any contribution to any third party communication channels including TV, radio, news media, other parties' press releases and articles, blogs, or public events.

General approach:

Prospect Burma relies on publicity to deliver, and to fundraise for, its charitable aims. We encourage anyone to publicise our work, and we are grateful for your endorsement. This communication can however carry a number of legal or reputational risks to you, or to Prospect Burma. This document aims to help you avoid those risks. Always be respectful in the public domain.

Your personal social media

Your profile/banner photos: Do not include any reference to Prospect Burma.

Your personal profile/description: If you mention your connection with Prospect Burma, please add that "all opinions are my own".

Biographies: If you mention Prospect Burma as part of your biography, please send a copy to the Prospect Burma Communications Manager at communications@prospectburma.org – it will almost certainly be fine but he/she can advise on any sensitivities.

Sharing Prospect Burma's work: Please feel free to share content on PB's work, and to add your comments. If you have negative comments, please consider PM/Messaging us instead – this will free you to be more forthright with us, without risk of you being criticised by others.

Copyright: If you copy text from Prospect Burma, please credit us. Do not take photos from Prospect Burma's social media, website or social media and use them elsewhere without permission from Prospect Burma's Communications Manager; this could have expensive legal ramifications for you or PB if third party copyright applies.

Campaigning: Please respect that Prospect Burma is politically neutral, and has no remit to comment outside its charitable objectives to build a better future for Myanmar by promoting and investing in education. If your audience might associate you with PB, ensure separation between PB and your personal views and that no one might assume your views either influence or conflate with PB's.

Representing Prospect Burma

Do not speak for Prospect Burma, self-generate content about us, or represent us to any third parties without checking first with the relevant staff at Prospect Burma (if you are not

sure which, ask the Communications Manager). This includes writing articles, speaking to journalists, or simply creating your own social media posts about Prospect Burma.

However, please do not be dissuaded from telling the world **about** Prospect Burma. We would love you to - it is in the interest of our beneficiaries. But before you speak or post/send, think about any issues including timing, messaging, copyright or propriety ('propriety' is the consideration of whether and what communication is appropriate, all things considered). If there is any doubt, please contact communications@prospectburma.org for advice.

Photographs and posts at Prospect Burma activities

Copyright

If you are at a Prospect Burma activity as a volunteer, partner, staff member, trustee, or supported student, you may be attending within a formal or informal agreement. This applies to both online and in-person events.

We consider that, under UK law, Prospect Burma owns first copyright of any photographs or screen grabs you take while on Prospect Burma business, including those taken on your own personal devices.

When taking photographs at events:

- (1) Please pass any good photographs to the Prospect Burma Communications Manager to add to our photo library;
- (2) Do not post, share or distribute your photographs of the activity without the Communications Manager's permission.

Guests, including alumni, may not be covered by any agreement of engagement. But we ask guests to check with us where appropriate before distributing their photographs.

Remember there may be secondary copyright restrictions if you are photographing or recording a performance, artwork or publication which carries its own separate copyright.

Data protection

Images of people qualify as being personal data about them. You will need their recorded permission to take their photograph, store it, and use it for any Prospect Burma purposes in perpetuity. Where possible, please use our [photo/video release form here](#).

We will sometimes impose a precondition on activities by which people must pre-agree that any photographs of them can be used by Prospect Burma, in which case further permission need not be sought. Otherwise, record the person's permission, or ask the Communications Manager for the latest release form which can be given to people you are photographing.

People are quite used to being in the back of photographs of events where they are live-posted on social media. But please remember three key considerations:

- (1) The more a person is a core subject in a photograph, the greater the need to have their permission to use it;

- (2) Check you are not being inadvertently disrespectful to anyone in the background – e.g. if they are at an event and caught at an inelegant moment with food half in their mouth!;
- (3) IMPORTANT: There may be political, contractual or other sensitivities in posting information about individuals, especially if they are of interest to Myanmar's military. Think first if any sensitivities are likely, and if you are asked not to post any information about individuals due to potential risk to them, you must absolutely refrain from doing so.

Examples of things to avoid:

- Posting your campaign for political change, alongside photos of yourself clearly at a PB branded event (thus conflating us with your political view)
- You commenting or being quoted in the public domain as a PB representative, without PB's permission.
- Doing an interview with a journalist, or writing an article, as a representative of PB without checking first with the Communications Manager.
- Posting photos from a PB-related event or activity without checking first with the people in the photos, or the people running the activity.
- Taking images from PB's website or social media and using them elsewhere in another context (if you're just sharing the page or post, that is fine).

Relevant PB staff policies which apply

- Code of Conduct
- Bullying and Harassment
- Equality & Diversity
- Data Protection Policy
- Confidentiality Policy