

Communications Policy

1. Procedure Description

The policy of Mukti Australia Inc. (hereafter MA) on Communications sets out the assessment required for each public communication, public policy document, research document and campaign material before being published and made widely available to staff, volunteers and the public.

2. Introduction

MA recognises it is important that in all of its activities, and particularly in its communications to the public, that due respect is accorded to the dignity, values, history, religion, and culture of the people with whom it works, consistent with principles of basic human rights. For this reason, before being published and made available to staff, volunteers and/or the public, all communications, including public communications, conventional and social media content, public policy documents, research documents and campaign/publicity materials, must be assessed according to the following procedure.

Please note there is a separate and more detailed MA Social Media Policy OP23.

3. Procedure

It is the responsibility of the author(s) and the staff member/volunteer/Board member responsible for authorising the publication of the communication in question to ensure that:

- (a) Due respect is accorded to the dignity of any individual or group referred to in the communication. Any images used in communications must portray the individual or group in a dignified, decent and respectful manner and not in a vulnerable or submissive manner, or in a manner, which presents the subject as a victim, i.e. disempowered, fearful, upset or exploited.
- (b) Due respect is accorded to the values, history, religion, and culture of the individual or group referred to in the communication. The communication must not provide misleading information about the values, history, religion or culture of the individual or group referred to in the communication, and should not cause offence to those with whom MA works.
- (c) No material omission or exaggeration of fact, no use of misleading photographs or any other communication that may tend to create a false impression or misunderstanding should be included in any communication.

- (d) The images used in the communication are not paternalistic in nature or sexually suggestive, and that they are used in context and are a true representation of events. Further, any images which are used in reference to an existing specific project must be of that project.
- (e) Where a communication includes a reference to other agencies, ensure those references are factual and there is evidence to establish those facts. Do not mislead the public or other staff/volunteers about the other agencies. Ensure references are not made with the intention of self-benefit at the expense of the other agencies, and that the communication does not denigrate the other agencies.
- (f) Where the communication is part of a fundraising or promotional appeal, that the fundraising and promotional material:
- Clearly identifies MA as the benefiting organisation and includes its full name, ABN, address, phone number and logo.
 - Includes a clear description of the project, the reasons why donations are being collected, and how donations will be used.
 - Includes only claims, which can be reasonably fulfilled by MA.
 - Clearly states how any excess funds raised will be used.
 - States how and when donors may obtain information on the results of the fundraising activity or program.
 - Clearly states whether or not donations are tax deductible.
- (g) In recognition of the Indian political situation and our status as a development organisation, MA communications should not publish any depiction of MA or our partners as having the intention to convert.

Responding to Media

The National Director and the Chairperson are the authorised spokespeople for MA and will respond to all media enquiries in regards to the organisation. No one else but the National Director and the Chairperson are permitted to speak to the media about any issue, topic or concern(s) regarding MA, international or local partners or other associated personnel. No MA staff member or associate is permitted to speak to the media without authorisation from the National Director or Chairperson. Any breach of this policy could result in dismissal or further reprimand.

Child Protection

Content should always comply with international child protection legislation and the MA Child Protection Policy.

Therefore, it is the responsibility of all staff and volunteers to:

- Use images and stories of children and young people appropriately and respectfully.

- Refrain from using images of children involved in the project or activities of MA, PRMM, or WOH on any personal social media, without first obtaining permission from an authorized member of staff.
- Use MA, PRMM, WOH, or personal electronic devices appropriately, and never for the purpose of exploiting or demeaning children.
- Avoid providing or exchanging any electronic, social media, postal or telephone contact details to a child or young person at the programme/ project site.
- Ensure that they do not reveal the identity of a child or young person. i.e. Name, ID number, background, location or family members.
- Refrain from publishing photos of individual children or persons, on any form of social media without the permission of PRMM's Mission Director or WOH's Chief Operating Officer.
- Take photographs, video or conduct interviews with children only when informed consent of the child, parent, staff member or authorised carer can be gained.

Mukti Australia communication accounts

When managing official MA social media accounts staff shall:

- Be truthful and avoid making statements on matters outside their field of expertise or responsibility.
- Consult with others before sharing major-impact content.
- Comply with confidentiality and copy write legislation.
- Edit or remove any content, which contravenes this policy as quickly as possible.
- Ensure all content complies with the individual rules and regulations of the given social media platform.
- Comply with child protection and all relevant MA policies and legislation.

Mode of Communication	Risk Profile
Digital i.e. websites, Facebook, twitter, blogs etc.	High <ul style="list-style-type: none"> • Access - content goes far and wide and remains accessible for many years to come • Control – content cannot be controlled at all, once communicated
Print media i.e. newsletters, sponsor letters etc.	Medium <ul style="list-style-type: none"> • Access – access limited to physical access and geographical proximity • Control –recipients of content are selected
Verbal i.e. sharing in person, communication via telephone etc.	Low <ul style="list-style-type: none"> • Access – unless verbal communications are recorded, access is limited to those in the room or on the other end of the phone • Control – unless verbal communications are recorded, content is totally contained

Breaches of Policy

If you violate this policy inadvertently, you may receive a reprimand from *the National Director and / or the Board of MA*. We expect you to comply after that, or stricter disciplinary actions will apply.