



Guidelines for Use of Images, Video and Messages

This Life Guidelines for the use of images, videos and messages

- Present photographs, films, videos, DVDs and messages of people in a respectful manner, honestly portraying their personal experience and context and as partners in the development process.
- Do not collect information, images or stories that harm people or the environment.
- Avoid images or messages that manipulate a story to portray people in dishonest ways.
- Children will be portrayed positively as part of their community and in a dignified and respectful manner.
- Do not create images of children where they are not adequately clothed and in poses that could be seen as sexually suggestive.
- Ensure images are honest representations of the context and facts.
- Ensure file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.
- Do portray participants in activities which reflect their daily lives and convey the context and complexity of the situations in which local people live. Images of people in vulnerable situations should focus more on the reasons for and the context of a situation, rather than on an individual's suffering.
- Honestly portray the diversity of local people including age, disability and other marginalised groups.
- Inform key persons in images of what the image might be used for and obtain their permission. In the case of a child, obtain informed consent from the child (age permitting) and a parent or guardian before photographing or filming. An explanation of how the photograph or film might be used must be provided along with a timeframe within which the image can be used.
- Show some examples of the kinds of materials that are produced so that those involved understand how their personal details and story might be used.
- Ensure that the identification of or use of images of local people will not bring them into any danger.
- Take care to ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child.

- Ensure that those whose situation is being represented have the opportunity to communicate their stories themselves. E.G. Use local spokespersons to show that local people are actively involved in development or humanitarian work.
- Do not make statements about other organisations or ACFID Members with the intention of creating a reputational or other advantage to themselves.