

## **0205. National Guidelines for preparing Communications**

When preparing articles, videos and other communications, please ensure the following:

- The organization does not make claims that cannot be upheld or are misleading.
- The organization does not exploit its beneficiaries and is sensitive in describing those it serves, whether through graphics, images or text.
- Photos/videos are used for the sole purpose of The Salvation Army—its marketing, public relations and promotional purposes.
- The organization respects the participants right to privacy, using pseudonyms when requested.
- The organization is sensitive to questions that may cause emotional distress.
- The organization does not allow personal information to be made public without the participants' approval.
- The organization respects cultural values and traditions valued by participants.
- The organization obtains written consent before the interview begins or the photograph taken. The subject should feel comfortable enough to decline.

The organization fairly represents people's needs and how these needs will be addressed.