

KickOff Solutions Media Guidelines

1. Will the girl/s be able to look at the media write-up and feel proud?

Ask yourself this question and ask the girls directly before making a media post public. The girls should have ownership of their own stories and voice. While talking about challenges we do not want to portray them as victims or passive recipients of charity.

2. Consent

If details about a girl's life are being shared, ask them to review & approve the write-up/photograph before making it public. Document their approval.

In addition to making sure the facts are accurate, we want to ensure the girl is comfortable sharing that amount of detail about herself. Never tell a deeply personal story unless the girl herself wants it to be told [in cases of domestic abuse / harassment etc.]

Ensure that the NGO she is associated with is informed of the media post. They may have recent context that we should take into account.

At a later date if the girl chooses to revoke consent, KickOff Solutions will delete online write-ups/photographs. The girl has complete ownership of her story/photographs.

3. Safeguarding

Ask yourself if the media write-up will reveal information about the identity of the girls in a way that could put them in danger of stalking/retaliation etc.

Use first name and age when sharing a quotation. In sensitive cases, use an alias. Do not share other identifying information like the name of her village, family member's names.

4. Appropriateness

Pay close attention to the photos and videos that are taken. Ask yourself if the image would be considered appropriate by the girl's parents / partner organization and local culture.

Delete photos / videos that have inadvertently captured an angle that was not intended.