

Guidelines for online media

As a child-focused organization, World Vision recognizes that in this fast-paced new-media world, technology can bring new types and levels of risk to children, especially as online predators look for ways to gain easy access to vulnerable victims.

At World Vision, it is our deepest desire to ensure that children and their families are protected from the fear or reality of any potential physical or emotional abuse resulting from inappropriate and unsafe internet and social media use, including the sharing of private information about a child and their family.

We want you to be able to post images and weblogs on the internet in a meaningful way but without compromising the dignity of the people you have met or the safety of the children in the communities you have visited.

The guidelines below attempt to address issues of dignity and respect as well as limit the ability of people who use the internet to exploit children and vulnerable people from being able to:

- misuse images of children
- use information posted to locate children in vulnerable communities and visit those communities, having tagged the children for sexual exploitation, trafficking, child labour or other dangerous activity (often people from the same or neighbouring countries).

Based on World Vision's experience in the field and in dealing with supporters, we know that these are real risks - not just remote possibilities.

Guidelines:

Images:

1. Only use images where you are very sure that the people in them would be happy for you to circulate them to the whole world permanently. (If it were of you, would you want it on the internet?).
2. Children (and community members) should appear as **heroes in their circumstances**, not victims (eg. not excessively sad, covered in flies or sores, seriously ill or inappropriately clothed). In general, the images should represent the situation **truthfully**
3. Images should be loaded so that they cannot be easily copied or downloaded (wherever that feature is available).
4. Images must not contain metadata that would enable someone to work out where they were taken (geo-tagging). Photos taken on smartphones and digital cameras with GPS receiving capacity switched on may have this data embedded; you must reformat the images to remove geo-tagging before uploading. Please refer to specific guidelines on how to do this below.

Blogging and tagging photos:

5. Only use first names and only if you need to – don't tag photographs.
6. Don't refer to the specific village you visited - just the region and country.
7. Try not to give away any other information that would enable someone to pinpoint where you visited (eg well-known landmark).
8. Whenever you blog, think about whether all of your blogs taken together, along with the images you have posted (with any comments), would enable someone to work out exactly where you visited.

Please ensure that a World Vision representative has reviewed and approved all of the material before you post it online.

Geotagging Explained

Photographs, videos, and audio clips posted by means of social media may contain the child's first name, country location and ADP name, but **must not contain the child's family name, sponsorship ID number, or child's location/address**.

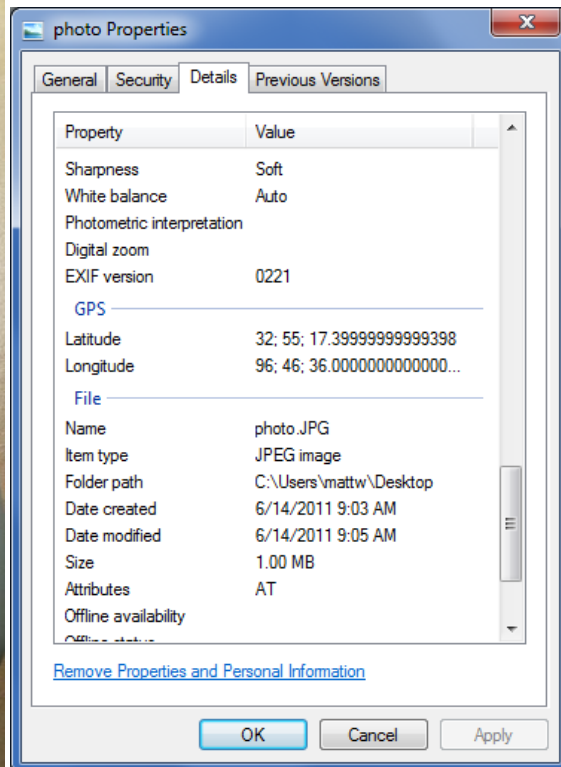
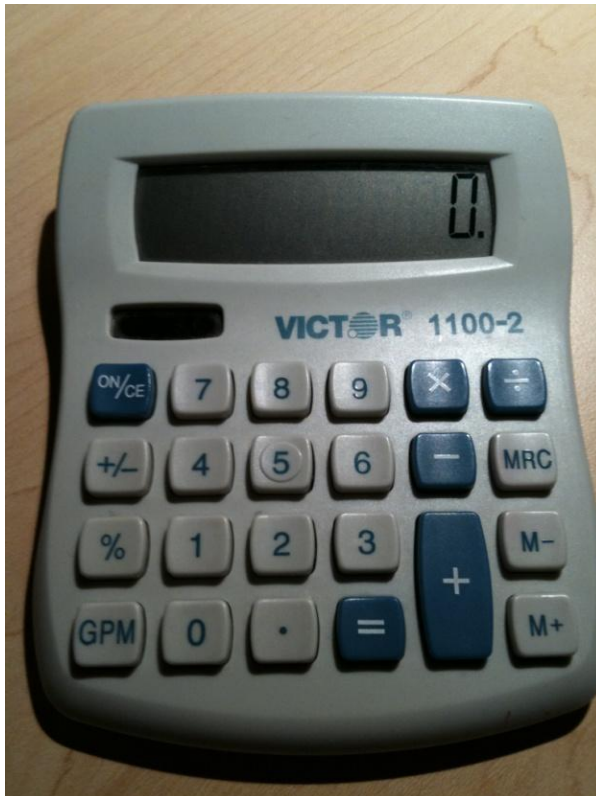
It is prohibited to post geo-tagged photographs, videos, audio clips or personal information of children on World Vision and non-World Vision social media platforms.

Wherever possible, measures are taken to prevent electronic copying of photographs.

A quick definition of geotagging

Geotagging is the process of adding geographical identification metadata to various media such as photographs, video, websites, SMS messages or RSS feeds and is a form of geospatial metadata. These data usually consist of, but is not limited to, latitude and longitude coordinates, though they can also include altitude, bearing, distance, accuracy data and place names. It is commonly used for photographs, giving geotagged photographs.

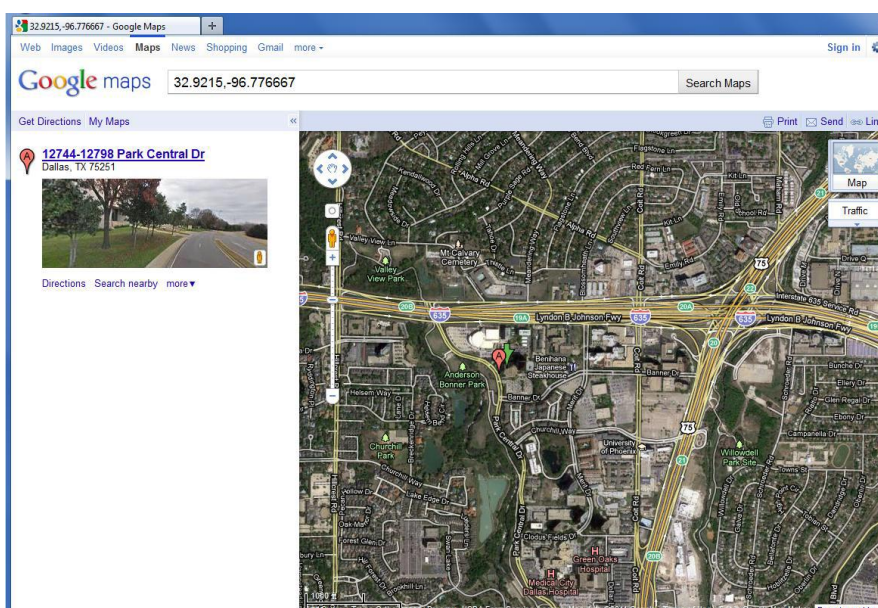
When you take a picture with your smartphone and you allow your phone to include the location within the data associated with your pictures, that information can be shared when posting that image to photo sharing sites like Flickr, Twitter/Twitpic, Facebook or when that image is emailed.



What information is captured in an image?

As an example, we have snapped a shot of a desktop calculator. On our iPhone, location-based information is turned on. So in the following shot, the corresponding information can be determined by examining the properties of the photo. (In Windows, right click on the photograph and select "Properties" to see the corresponding file information).

Note that the latitude and longitude are noted in the **Properties of the photograph**.

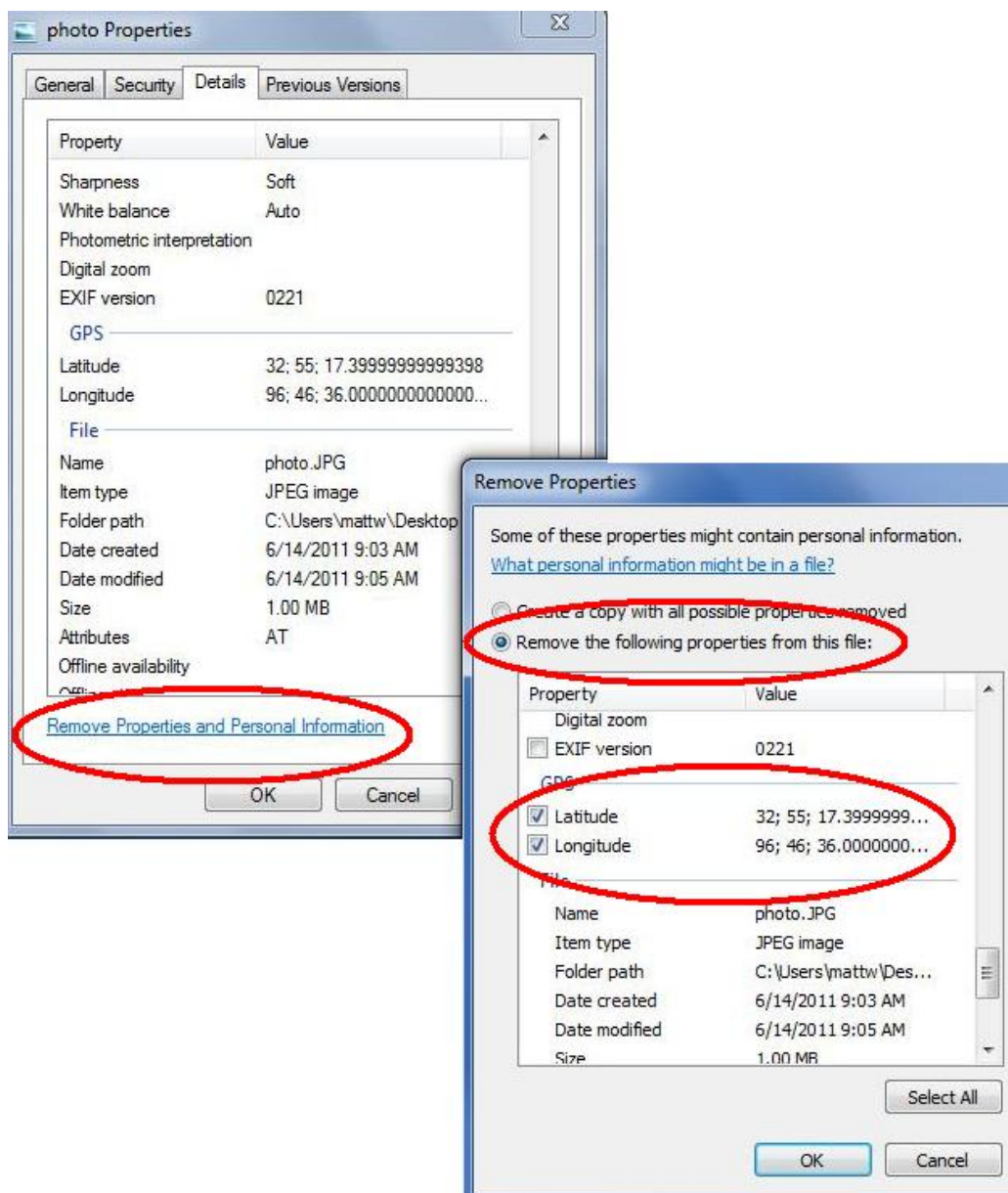


By using Google Maps, or another tool, one can denote the exact location where this photograph was taken. This photo correctly contains the location where it was taken, almost down to the exact address.

Given this example, it is easy to see how posting geotagged media online can pinpoint a child's exact location, making them vulnerable to online predators.

How to turn off the location-based feature for all images –

Since each phone has its own way of turning off this feature, please refer to the following website for instructions on disabling the photo geotagging feature on your phone:
<http://icanstalku.com/how.php#disable>



How to remove this data from existing photographs –

Computers running the Windows 7 operating system will display the properties for a photograph if you right click on the photograph. Windows will also provide a link to help you remove this information as shown below.

Additional information:

<http://en.wikipedia.org/wiki/Geotagging>

<http://www.nytimes.com/2010/08/12/technology/personaltech/12basics.html>