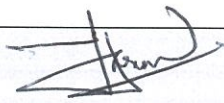
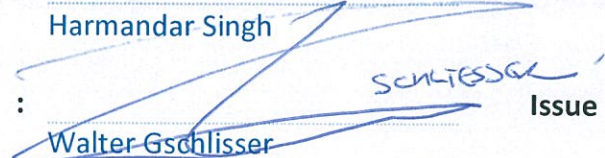
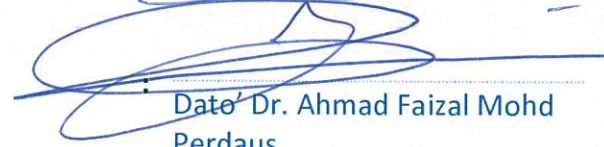




<b>MEDIA DEPLOYMENT SOP</b>		<b>Document No: 01</b>	
<b>Distribution:</b> All Holders			
<b>Summary of Changes:</b>			
<b>Originator</b>	:  Harmandar Singh		
<b>Executive Director</b>	:  Walter Gschlisser	<b>Issue</b>	: 01
<b>President</b>	:  Dato' Dr. Ahmad Faizal Mohd Perdaus	<b>Effective Date</b>	: 01 April 2016

## OBJECTIVE

1. To provide media coverage and support for MERCY Malaysia's team and their activities in the field that highlights the scope and scale of our contributions to beneficiaries and donors.
2. To emphasize the importance of MERCY Malaysia's staff and volunteers to abide by the organisation's core values of practicing accountability in every action towards beneficiaries, donors, and other stakeholders.
3. To build a proprietary content database over time so that MERCY Malaysia is seen as an 'information leader' in its area of humanitarian work.

### I. SOCIAL MEDIA IMPLICATIONS

As a general guide, staff are not allowed to post their personal comments onto public domain social media platforms which will be detrimental to the image and well-being of the organisation, and its stakeholders. Staff's personal lives and our organisation's goals must be kept separate at all times when discharging their professional duties as doing so will present a conflict of interest.

While communication through social media networks is primarily a personal matter, this is not the same as it being private. On a private level, staff are required to conduct themselves in an appropriate manner, as they are seen to represent the organisation in the eyes of the public.

Social media comments must not clash with our organisation's expectations as personal conversations within social media networks are considered public rather than private.

In some cases, staff will need to add a disclaimer distinguishing their own personal views from those of the organisation.

Volunteers must be briefed prior to mission deployment that any mission-related posts on their social networks must respect the values of MERCY Malaysia. Any attempt at self-glorification and heroism during a mission is not in line with our core values of serving selflessly with integrity and honesty (refer to MERCY Malaysia's Volunteer Handbook).

We do not serve political, religious or special interest groups in all our undertakings, eg. resharing of content such as retweeting can be seen as an endorsement, the same applies to "Liking" or "Following".

***When a comment goes onto Social Media reporters are known to use them verbatim as a statement/quote in their stories by simply adhering to the source/person: so what you Tweet could become a news headline! It takes only one ill-thought Facebook comment to end up as part of a news story.***

## **II. ETIQUETTE**

- All members of the mission are strictly advised not to provide any private information of colleagues or beneficiaries, especially in an operational context.
- Respect copyright laws, cite sources, including MERCY Malaysia-all raw materials (i.e. photos, videos) published through MERCY Malaysia must be watermarked with it logo-credit given to the photographer/videographer.
- Do not post anonymous comments or publish content related to the MERCY Malaysia under a pseudonym or false name.
- Never mislead your audience, post spam or offensive content.
- Follow established procedures for approval and clearance for content (refer to MERCY Malaysia's Communications Manual).
- No content should at any time depict beneficiaries as vulnerable or hopeless. (IFRC CoC no. 10); we have to be aware of the content that are sensitive to religion or culture e.g. pictures of women in certain community.
- Do not use MERCY Malaysia's logotype as any part of your personal blog or social media profile
- Respect the privacy rights of colleagues, partners and beneficiaries, particularly when posting photos and videos. Posting personal or identifiable information may raise safety and security concerns.
- Photos of beneficiaries are not allowed to be published in any person's (incl. staff, volunteers, exco members and donors ) personal social media account without the consent of the beneficiary AND MERCY Malaysia's Communications Department.
- Photos of children from affected communities can only be published through MERCY Malaysia with the consent of their guardian/parents. For personal accounts, photos of children posted with consent from the parents must not be recognizable.
- Photos taken that are relevant to MERCY Malaysia's operations on the field that are personally shared on a photo sharing site should also be stored in MERCY Malaysia's site.



### III. MEDIA TEAM STANDARD OPERATING PROCEDURE (SOP) ON THE FIELD

MERCY Malaysia's media deployment team, as a policy, remains 'invisible' at all time and out of the spotlight unless required to provide narration to situations in the field, in which case the media team leader or the mission team leader may be the spokesperson if he/she is an Exco member.

The media team must not in any way impede or influence the objectives or our mission team. In this regard, the media team must also endeavour to prevent external media reporters to get in the way of the mission team because the humanitarian imperative come first and overrides any commercial objective. It is our responsibility to keep other media at bay within the confines of our field base if it intrudes with the relief work. **This also applies to media partners who request to travel with the Mission Teams.** It is the responsibility of the Communications Officer (Programme Officer in the absence of a Communications Officer) to brief the media partners on the contents of this SOP and other accountability practices relevant to their tasks.

The objectives of a media team are best served by a small team (max 6 pax) of registered and trained volunteers (at least Basic Mission Training) who can undertake the following tasks in the field and do not have major health risks:

- Photography
- Filming (including drone)
- Writing & Editing
- Media Liaison
- Logistics-Related Matters - transmission/power source/transport/media hub.

*All content from the media team remains the intellectual property of MERCY Malaysia with relevant attributions. All media team members are also expected to multi-task in order to assist the Mission Team without abandoning their cores tasks at hand.*

*During an emergency/crisis situation, media team deployment may be reduced to 1 person to give way to critical members i.e. if the number of seats are limited to certain number then priority will be given to medical and/or other critical members of the team.*

#### IV. MEDIA TEAM WORKFLOW

##### 1. Chain of Command:

The chain consists of the media team leader, mission team leader, MERCY Malaysia's Communications Head at HQ and ExCo members assigned to Communications responsibilities.

In the field, the mission team leader makes the call and can rely on the rest of the key players mentioned above as his/her support mechanism. All work has to be a team effort, solo and counter-productive solo adventures are strongly frowned upon.

The mission team leader, who is responsible for your safety and conduct, is authorised (upon MERCY Malaysia's HQ approval) to unconditionally reprimand/dismiss any Media Team member who does not contribute positively to the mission or repeatedly violates the chain of command or workflow.

Upon the mission team leader's request, a media team member can represent the organisation at governmental/UN Cluster /INGO meetings for the purpose of collecting and recording information relevant to the mission.

##### 2. Content Generation:

The Head of Communications will discuss and organise with the media team and delegate all content assignments and specify deadlines.

Permission, verbal or in writing, must always be obtained before taking someone's photo/video to avoid privacy issues.

Gathering of content involves interviewing our mission team members, beneficiaries, related UN agencies, host government and Malaysian embassy officials.

At all times, we must preserve the human dignity of our beneficiaries. For example, publicizing disturbing images to gain sympathy is absolutely prohibited.

It is the job of every mission member to protect vulnerable people and not to exploit them. It is advisable that recording is best done by filming human subjects from behind, or in a group.

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If a media team member is in doubt or uncertainty during the content development, it must be referred back to the mission team leader and/or Communications Department.

**3. Content Curation:**

Curating and editing any content for dissemination must not misrepresent its original intention or message. When using third party content, permission must be acquired verbally or in writing.

Credit must be given where it is due – though it is production of MERCY Malaysia, writers must be credited for articles/reports/journals or when using a third party source, respect copyright laws and cite content sources.

**4. Content Distribution:**

The Head of Communications will identify how, when and where content will be distributed to media and news platforms with the assistance of Exco members overseeing the communications department.

This will be facilitated by a pre-prepared checklist of national, regional and global media platforms/outlets with full contact details of point people, including email/FTP access to their respective content servers. All materials for media publication MUST be channeled through the Communications Department for review/approval which is then distributed by them to the relevant media platforms.

When preparing content for distribution, proper transmission formats must be applied and consent given.

While we practice an open-sharing policy of our content, in some cases we will request that proper attribution is made to MERCY Malaysia by those using our content for broadcast or commercial purposes.

The Media Team is not obliged to share content with other media reporters unless agreed by the Communications Department, as we must remain independent of any authority outside of MERCY Malaysia.

It is important to note that our content must not supersede or second-guess real

time official info, for example on casualty stats, to avoid aggravating next-of-kin grievance issues.

All distributed content must be cc-ed to the team leader, CFRD and ExCo. Subsequently, any opportunities to teach or speak in public settings that rely upon your work with MERCY Malaysia (including any intention to publish works of the same) must be approved by the ExCo.

**5. Reportage to HQ & Stakeholders:**

Working together with the mission team leader, who manages a daily reporting system to HQ, the media team leader will assist in this daily reporting by sharing info gathered in the field for HQ update. He/she will also report on the media exposure generated to the mission team leader.

**6. Archiving of Content:**

An active cataloguing protocol must be observed on how content is stored for future reference and use. This is best done in a secured section on our website, or better still, in a cloud server with password access to Head of Communications at HQ.

Ownership and rights of materials remains with MERCY Malaysia. If a media person wishes to publish the material independently, they may do so with the written approval and signature of MERCY Malaysia's Head of Communications and one Exco member.

Materials produced by the team members are allowed to be stored in their own individual career portfolios; this is a representative to their individual skills and achievements for the purpose of presenting it to potential employers.

***All Media Team volunteers must read this document and pledge their compliance before the start of their mission.***