

● REPRESENTING AMNESTY INTERNATIONAL

Policy no: BP01

● Policy detail

Policy description

This policy aims to provide clarity regarding the appropriate means by which people should represent AIA in public. It aims to empower by encouraging effective and responsible communication by people who represent AIA, while maintaining respect for their fundamental human rights.

This policy replaces the following current policies:

- 10.3.16 Use of Social Media Policy
- 10.3.15 Media Policy
- Communications and Media Policy 2006

Policy applies to:

This Policy applies to all members, staff, volunteers, activists and any person or body that represents AIA.

Policy owner:

Director of Communications and External Affairs (or equivalent).

● Policy approval

Approved by

Governance Committee: 6 November 2018

Approved by Board: 25 November 2018

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1. Policy, scope and purpose

1.1 Introduction

Effective representation of Amnesty International Australia (AIA) is fundamental to the success of our campaigns to defend human rights here in Australia and around the world, and to raise awareness of what we do in order to grow our movement.

AIA understands the work of human rights advocacy will make opponents of human rights uncomfortable at times. It is AIA's role to be bold in the public domain, while also ensuring our communications are strategic and in line with campaign and movement objectives.

AIA aims to take all reasonable steps to ensure people to whom this policy applies are protected from attacks or unreasonable targeting as a result of their role or activities representing Amnesty. AIA supports transparent and open communication subject to reasonable considerations regarding Confidential Information and the protection of individual rights.

1.2 Overview

This policy aims to provide clarity regarding the appropriate means by which people should represent AIA in public.

It aims to empower by encouraging effective and responsible communication by people who represent AIA, while maintaining respect for their fundamental human rights.

It is noted that specific procedures and guidelines aligned with this policy are developed by AIA management from time to time.

It is intended that procedures and guidelines will provide details and examples of how to best manage potential areas of tension between public and private activities referred to in this policy.

1.3 Purpose

This Policy details the considerations and controls which apply to people who represent Amnesty in public.

1.4 Scope and application

1.4.1 This Policy applies to all members, staff and any person or body that represents AIA.

1.4.2 This policy is designed to complement the AIA Code of Conduct and the AIA Values and Behaviours Charter.

1.4.3 It is noted that AIA staff are covered by relevant industrial instruments, first and foremost the AIA Enterprise Agreement. This policy aims to support rights and responsibilities of staff covered by these instruments.

2. Policy content

2.1 Definitions

Public representation activity: an activity which is accessible by and intended for any member of the public and in which a person is communicating on behalf of AI Australia.

Anonymous activity: an activity undertaken in circumstances where the person's relationship with Amnesty is not known, and the person has taken reasonable steps to ensure this is the case.

Private activity: an activity that is undertaken amongst and intended to be accessed by a small group of people such as a conversation with a family member, remarks at a dinner party, social media comment with maximum privacy settings or email to a friend.

Confidential information: information that is by its nature confidential, is designated by Amnesty as confidential or that ought to be recognised as confidential. The person who is receiving the information generally cannot disclose, take advantage or use the information for personal gain, such as giving the information to third parties.

Chatham House Rule: when a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

Media: also known as 'traditional media', this term refers to media that is usually produced by journalists and/or editors for commercial or publicly-owned media organisations, or by specific online media outlets, including bloggers who cover Amnesty's issues, campaigns and/or AI Australia's organisation or AI's global movement.

Digital and Social Media: interactive services such as Facebook, X (formerly Twitter), Instagram and YouTube where users are active participants in producing content or providing commentary.

2.2 Public representation

2.2.1 As a movement of people committed to human rights, AIA has a unique role in promoting universal, indelible human rights. The Statute of Amnesty International governs all Amnesty International activities and is incorporated into the AIA Constitution.

2.2.2 AIA recognises that public communication is part of everyday life. AIA also recognises the challenges in reconciling public and private communication activities with AIA roles and responsibilities that require representation of AIA.

2.2.3 When representing AIA individuals must:

2.2.3.1 Ensure communication is consistent with the objects of AIA, including the Statute of AI.

2.2.3.2 Uphold AIA's credibility and reputation as a non-denominational, non-partisan movement, independent of all governments, political parties and religious institutions.

2.2.3.3 Act in accordance with procedures and guidelines applicable to this policy.

2.2.3.4 Uphold AIA's values in the values and behaviours charter, code of conduct and member undertaking (for members).

2.2.3.5 Verify the accuracy of information shared.

2.2.3.6 Be respectful of others' views.

2.2.3.7 Not discriminate against, harass, bully or defame others.

2.2.3.8 Be clear when views expressed are personal and not those of AIA.

2.2.4 Individuals will take all reasonable steps to ensure that confidential information is not disclosed. Individuals will take all reasonable steps to abide by the Chatham House Rule in circumstances when the Rule applies.

2.3 Media

2.3.1 AIA engages a number of individuals across the movement to represent AIA as spokespeople in the media. The decision as to who should speak on behalf of AIA is made in accordance with relevant procedures.

2.4 Digital and Social Media

2.4.1 AIA recognises that Digital and Social Media are powerful means to engage people in acting to uphold human rights.

2.4.2 AIA procedures and guidelines assist individuals who represent the movement on Digital and Social Media channels.

2.4.3 It is noted that private communications on Digital and Social Media can be perceived as public communications.

2.4.4 Reasonable and appropriate actions should be taken by individuals to ensure that audiences of Digital and Social Media channels are clear on the intended distinction between private and public communications by individuals. This may include using disclosures or disclaimers to ensure clarity that a view is the personal view of the individual.

2.4.5 An individual who wishes to use a channel for private activities is responsible for monitoring and taking reasonable steps to ensure the channel is private to the user.

2.5 Other representation

2.5.1 This policy applies to all events and other activities open to the public.

2.5.2 If invited to represent AIA in a formal capacity, for example on a board or external steering group, committee or other public forum, that invitation must be considered and prior approval obtained in accordance with applicable procedures.

2.5.3 All communication on behalf of AIA in that role must accord with this Policy and applicable procedures.

3. Policy governance

3.1 Availability of this Policy

This Policy is available to all individuals to whom this policy applies as noted above in 1.3.1 and will be made available on the Amnesty International Australia website and Amnesty International intranet.

3.2 Review

A formal review of this Policy will be undertaken every three years or more frequently if required due to legislative changes or changes to AIA's operations.

3.3 Board approval

Material amendments to this Policy are to be first approved by the Governance Committee prior to obtaining the formal approval of the Board.

Minor amendments will be approved by the Governance Committee.

3.4 Compliance

Non-compliance with this policy will be managed on a case by case basis in line with relevant policy or procedure.

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