

# REPRESENTING AMNESTY INTERNATIONAL

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INTERNATIONAL



Policy no: BP01

## Policy detail

Policy description	This policy aims to provide clarity regarding the appropriate means by which people should represent Amnesty International Australia (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.
Policy applies to:	This Policy applies to all members, staff, volunteers, activists and any person or body that represents AIA.
Related policies	<ul style="list-style-type: none"><li>• <a href="#">Values and Behaviours Charter</a></li><li>• <a href="#">Code of Conduct</a></li><li>• <a href="#">Social Media Guidelines</a></li><li>• <a href="#">Statute of AI</a></li><li>• <a href="#">Workplace Health &amp; Safety Policy</a> (link for staff only)</li><li>• <a href="#">Safety and Security Training</a> (link for staff only)</li></ul>
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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 empowered to represent AIA and are protected from attacks or unreasonable targeting as a result of their role or activities representing AIA.

AIA supports transparent and open communication subject to reasonable considerations regarding Confidential Information, defamation laws 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 - and others' - 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 AIA in public.

## **1.4 Scope and application**

**1.4.1** This Policy applies to all members, staff, volunteers and any person or body that represents AIA. This includes but is not limited to any individual who holds leadership positions within AIA such as a member of the National Board, Regional Presidents, members of an Activism Leadership Committee and/or General Meeting Voters.

**1.4.2** This policy complements 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, primarily the AIA Enterprise Agreement. This policy aims to support the 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 AIA.

**Anonymous activity:** an activity undertaken in circumstances where the person's relationship with AIA 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 small social function, social media comment with maximum privacy settings deployed or in an email/direct message to a friend.

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

**Chatham House Rules:** when a meeting, or part of it, is held under the Chatham House Rules, 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, but not limited to, bloggers and podcast hosts who cover AIA's issues, campaigns and/or AIA's organisation or AI's global movement.

**Digital and Social Media:** interactive services including but not limited to platforms such as Facebook, 'X' (formerly Twitter), Instagram, TikTok 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, inalienable human rights. The Statute of Amnesty International governs all Amnesty International activities and is incorporated into the AIA Constitution, as amended from time to time.

**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, including but not limited to AIA's Code of Conduct.

**2.2.3.4** Uphold AIA's values in the Values and Behaviours Charter.

**2.2.3.5** Verify the accuracy of information shared.

**2.2.3.6** Be respectful of others even when in disagreement with their 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.

**2.2.3.9** Use inclusive and respectful language.

**2.2.4** Individuals are responsible for ensuring confidential information is kept confidential to the extent that it is reasonable. Individuals will take all reasonable steps to abide by the Chatham House Rules in circumstances when the Rules apply.

## **2.3 Media**

**2.3.1** AIA engages a number of individuals across the movement to represent AIA as spokespeople. The decision as to who should speak on behalf of AIA is made by the Executive Leadership Team of AIA.

## **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 provide assistance to individuals who represent AIA on Digital and Social Media channels with ensuring that they are compliant with this Policy. It is noted that private communications on Digital and Social Media (such as direct messages) can be perceived as public communications. As such, 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.

**2.4.3** An individual using a channel for private purposes is responsible for ensuring it remains private or that appropriate steps are taken to make clear the views expressed are their own and not those of AIA. As outlined in the point above, reasonable measures should be taken to clarify that the communication is personal. This may include using disclaimers or disclosures to indicate that the views expressed are those of the individual.

☐ **2.4.4** AIA recognises that sharing certain positions or campaigns on public platforms may sometimes raise security considerations. We encourage individuals to review their privacy settings to better understand their public profile and consider how it may affect their safety. Please refer to the Safety Guidelines for more information.

## **2.5 Other representation**

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

**2.5.2** If invited to represent AIA, for example on a board or external steering group, committee or other public forum, that invitation must be considered and prior approval obtained from the National Director or their delegate.

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

## **2.6 Safety and Wellbeing**

**2.6.1** AIA is committed to safeguarding the safety, wellbeing and dignity of all individuals authorised to publicly represent the organisation.

**2.6.2** All individuals have access to AIA Safety and Security Training and should familiarise themselves with the information. AIA will also support individuals by providing access to appropriate resources and media or online support tools where needed.

**2.6.3** Where public representation may pose a personal risk (e.g. online abuse, doxing, or in-person threats), individuals should report the risk to both their manager and the designated safety officer. Managers are then responsible for escalating the matter to the ELT and the IS Regional Security Manager.

**2.6.4** In situations that are deemed high-risk, AIA may determine that certain public representation roles should be limited or altered to prioritise individual safety. In such instances, the individual must raise any perceived high-risk situations directly with their manager who will then notify the ELT. The ELT decides the appropriate action.

## **2.8 Political Engagement and Sensitive Contexts**

**2.8.1** Individuals must remain non-partisan at all times when representing AIA and exercise particular care when speaking publicly on politically sensitive issues or in highly polarised contexts, to avoid misrepresenting AIA's non-partisan position.

**2.8.2** In instances where AIA's positions could be misunderstood, controversial or where there are security risks, public representation should be undertaken with prior approval and appropriate messaging support.

**2.8.3** When speaking about specific campaigns, individuals must ensure their communications are consistent with the campaign's key messaging.

## **2.9 Cultural Sensitivity and Inclusion**

**2.9.1** Individuals representing AIA should strive to reflect cultural awareness and sensitivity when engaging with diverse communities and across intersectional identities.

**2.9.2** Use of language and imagery should align with AIA's inclusion and diversity principles, respecting community-specific preferences and avoiding stereotypes.

## **2.10 Training and Support**

**2.10.1** AIA will provide training to individuals representing AIA publicly, including on media engagement, digital security, social media use and speaking on sensitive topics.

**2.10.2** Individuals are encouraged to seek clarification or support when unsure how to proceed in a public setting.

### **3. Policy governance**

#### **3.1 Availability of this Policy**

This Policy is available to all individuals to whom this policy applies.

#### **3.2 Review**

Review of this Policy will be undertaken every three years or more frequently if required.

#### **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 policies or procedures. Serious instances of non-compliance may result in disciplinary action, up to and including termination of employment or revocation of membership if the person is a member of AIA, amongst other available actions.

#### **3.5 Reporting and Escalation Procedures**

**3.5.1** If an individual feels they have been unfairly targeted, misrepresented, or harassed due to their public role with AIA, a reporting process is available through [insert internal reporting process].

**3.5.2** Escalated issues will be assessed and managed in accordance with AIA's safety, conduct, and legal response protocols.

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