Child-safe
Digital Engagement

**Formal guidelines for the implementation of
World Vision International's Child Protection Standards
relating to Communications, Social Media and Digital Technology**

External Version - January 2016

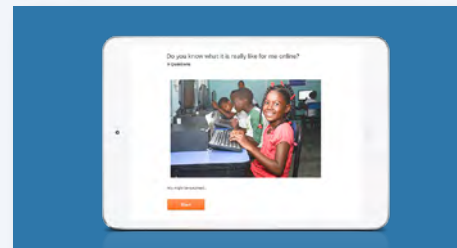CLICK BELOW

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APPROPRIATENESS

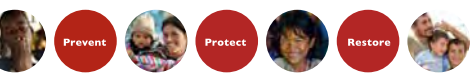ONLINE POSTING & SHARING

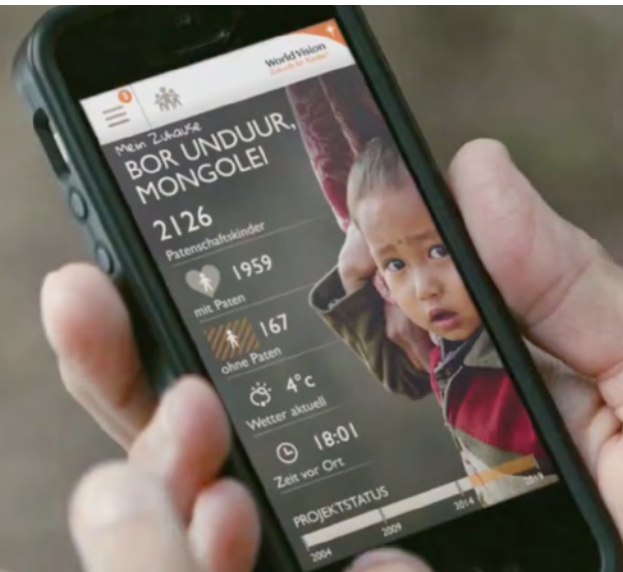OFFLINE USAGE

ESTABLISHING CONSENT

EXTERNAL AGREEMENTS

EDUCATION & RESPONSE

FAQS

Foreword

This set of Child-safe Digital Engagement guidelines has been created over the period 2013–15 to help World Vision stakeholders, mostly fundraising office marketers and communicators, correctly interpret, understand and apply the World Vision International (WVI) Child Protection Standards, specifically relating to, 'Communications, Social Media and Digital Technology'.

The driver for their creation is to enable compliance to the standards through the marketing and communications functions, ensuring campaigns and supporter experiences are designed with them in mind, rather than be reliant on reactive checking or policing after the event.

These guidelines have been tested across World Vision within Child Sponsorship Marketing over the last two years. Although initially designed with the specifics and complexities of Child Sponsorship in mind, they have been adapted and refined over time to be equally suitable for other marketing products, programmes and experiences. As such World Vision would now like to make these guides available externally, for use by all marketers and communicators across child focused organizations who are, or aim to be, digitally engaging external audiences.

Mark Lorey – WVI Accountable Executive for Child Protection, Bill Forbes – WVI Director of Child Protection, and Kathy Currie – WVI Partnership Leader – Child Sponsorship approved these guidelines for external sharing in January 2016. It is likely these guidelines will be further added to and refined over time, and although further revisions will be communicated widely, we recommend you ensure you are using the most current version.

Special thanks and appreciation goes out to all of World Vision's global and local child protection and marketing staff who have contributed, and to Tilly Sojwal – Child-safe Digital Engagement Senior Advisor, for her facilitation, convening and ultimate writing of these guidelines.

Jim Goddard
Director of Child Sponsorship Transformation - Marketing & Experience

Rich Media Content & Data: Appropriateness Guide

Is the image or video appropriate?

Think about the subject's and viewer's responses to the image and its use:

- How does the sponsor/recipient respond to the photograph or video?
- How does the child feel about the way she/he is portrayed? (with dignity etc.)

Typically, rich media content should reflect children and their fellow community members as individuals, equals and agents of change, not as victims. Use this guide to help you consider the appropriateness of rich media content & data, to ensure they portray subjects with dignity and protect their privacy.

Holding a
gun (toy?)

Person holding child's neck
(Inappropriate posture)

Inappropriate words
on clothing

Inappropriate words
on clothing

Cigarette
(Inappropriate toy)

Flies
(Inappropriate environment)

More inappropriate visual examples

✖ Too much cleavage or revealing clothing

✖ Genitals or private body parts exposed

✖ Throwing rocks at birds or animals

What child & community information should never be included in public or shareable rich media content & data?

✖ Child last name

✖ Child sponsorship ID number

✖ Child-specific medical conditions, e.g. HIV status

✖ Child measurements, e.g. height and weight

✖ Child home address

✖ School name or address

✖ Location address

✖ Community/village name or identifiable landmarks

✖ GPS co-ordinates of a child's location (other than the programme office)

✖ Parents' place of employment

✖ Programme ID number

Other pointers

✔ Identify child by first name only and country or programme name

✔ Password-protect personal child information captured, stored or sent through electronic, online or mobile devices

✔ Ensure pictures/videos of children are not geo-tagged with GPS co-ordinates to their location
– use programme office instead – to prevent precise location identification

✔ Disable right-click capabilities to make electronic copying harder

Online Posting & Sharing Guide

?

As a marketer or communicator, what child & community rich media content & data can I post online and where, and what can I enable sponsors to share?

Definitions:

Child: Under age 18

Public posting by WV: Main public websites, public social media pages, email/sms. For sponsorship marketing and communications, and sponsor acquisition and retention experience (*ultimately publicly available to everyone*)

Private posting: World Vision-authenticated/password-protected web portals/mobile apps and private social-media pages/apps. For sponsor retention experience (*only available to specific child sponsors, staff and volunteers*)

✔ Yes
🟡 Yes, but with these restrictions
✘ No

Online Posting & Sharing Guide

< Contents

Child rich media content & data	Public posting by WV & sharing by sponsors	Private posting
Child photo/video (appropriately portrayed)	🟡	🟡
Child first name	✔	✔
Child last name	✖	✔
Child birth date & age	✔ *	✔
Child gender	✔	✔
Child language	✔	✔
Child sponsorship ID	✖	✔
Child interests & activities	✔	✔
Child chores	✔	✔
Child parents' names	✔ First name / ✖ Last name	✔ First name / ✔ Last name
Child parents' employment (generic)	✔ E.g. Farmer	✔ E.g. Farmer
Child parents' employer name & address	✖	✖
Child sibling information	🟡 Treat content related to siblings under 18 the same as child content detailed in this document. You may treat content related to siblings over 18 similarly to child's parents	🟡
Child education	✔	✔
Child grade level	✔	✔
Child school name	✖	✔
Child school address	✖	✖
Child language	✔	✔
Child health status (generic)	🟡 No specific medical info (E.g. HIV)	✔
Child medical condition (specific)	✖	🟡 Not as a marketing platform
Child immunisation status	✔	✔
Child nutrition status	✔	✔
Child height/weight (measurements)	✖	✔
Child disability	🟡 Not as a marketing product focus, but okay to use natural images that don't compromise child's dignity	✔
Child religion	🟡 Not as a marketing product focus (names/photos may naturally indicate religion)	✔

World Vision

Online Posting & Sharing Guide

Child rich media content & data (continued)	Public posting by WV & sharing by sponsors	Private posting
Child correspondence	🟡 Excerpts only. No address or location, last name, ID, age or specific, sensitive or confidential info. Comply with restrictions specified in this document	✔
Child address	✖	✖
GPS co-ordinates of any child's house, sponsored or other	✖	✖
GPS co-ordinates of any child photos, sponsored or other	Repoint GPS co-ordinates If used, to Programme office.	

Child's community rich media content & data	Public posting by WV & sharing by sponsors	Private posting
Community photo/video & caption with children	🟡 No obvious identifying landmarks; re-point GPS co-ordinates to Programme office.	🟡
Community photo/video & caption without children	✔	✔
Community/village ID number	✖	✔
Community/village name	✖	✔
General community information, without ID or name	✔	✔
Programme ID number	✖	✔
Programme name	✔	✔
GPS co-ordinates of WV programme office	✔	✔
GPS co-ordinates of programme activities	✔	✔
Country name	✔	✔
Country info	✔	✔

*Industry standards vary and this guideline is based on current WV sponsorship acquisition practices

✔ This means that the rich media content and data can be shared, at the discretion of the local Support Office (responsible for fund raising) context.

Offline
Usage Guide

As a marketer or communicator, how can I align
the way I use child rich media content & data offline
with the online content guidelines?

Definitions:

Child: Under age 18

Offline content: Child rich media content & data shared via printed materials, billboards, in mass offline communications and face-to-face presentations, and in servicing special audiences such as partner agencies, major donors and media.

Online content: Child rich media content & data used on public websites, social media pages/apps, email, sms, WV authenticated/password-protected web portals/mobile apps and private social media pages/apps etc.
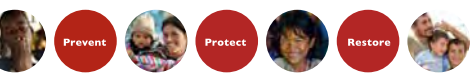
Printed Material

Content / Situation	Guideline
Child information in printed literature for distribution to the child's current sponsor	You may include the child's ID#, last name, school name (but not address), child's height and weight. For printed material, align with the Online Posting & Sharing Guide
Child information in printed literature for distribution to the public who are not yet sponsors – e.g. face-to-face or event presentations, via promotional literature	Do **not** include child's last name, personal medical or measurement details, home address, village or community name, school name or address, or parents' place of employment.
Children's photos and information prominently featured in offline communications for mass distribution – e.g. billboards, feature articles, campaigns	See the Appropriateness Guide for what may not be shared. Written consent must be obtained from prominently featured children (as age appropriate) and their legal guardian, and prior permission must be signed off by the respective national office, when: • The child(ren) prominently featured in communications for public distribution is(are) personally identified or identifiable; • The sensitive nature of their personal disclosure or situation could possibly compromise their privacy, dignity, safety or reputation; • The information included is classified as 'private'; • Otherwise required by applicable law.

Face-to-face Presentations

Content / Situation	Guideline
Child information used in **group** presentations from World Vision password-protected devices	See the Appropriateness Guide for what may not be shared. Within those guidelines, you may share photos, videos and data for unnamed and named children.
Child information used in **one-on-one** presentations from World Vision password-protected devices with a person who is **not yet a sponsor**	See the Appropriateness Guide for what may not be shared. Within those guidelines, you may share photos, videos and data for unnamed and named children.
Child information used in **one-on-one** presentations from World Vision password-protected devices with the **child's sponsor**	Adhere to the **'Private Posting'** guidelines from the Online Posting & Sharing Guide

Forms to Establish Consent for Use of Rich Media Content & Data

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How do I establish consent from subjects of World Vision photos / videos / stories?

When a child is registered as a sponsored child, national office staff use a specified form to obtain consent from the child's legal guardian for all sponsorship-related communications.

For non-sponsorship communications, mass media communications, and special communications and marketing campaigns prominently featuring a sponsored or non-sponsored child, World Vision's reporters, photographers or videographers can establish that subject(s) gave *informed consent* to a story, photo or video by explaining verbally the purpose of the story, photo or video and ascertaining that the subjects(s) and parents/caregivers agree and understand. In this situation, you must fill out the appropriate Form to record the consent.

However, in the following situations, *written consent* must be specifically obtained from the parent or guardian, or other legally required entity or individual, and the child (as appropriate for age). The Form provided for this purpose when:

- The child(ren) prominently featured in communications for public distribution is(are) personally identified or identifiable;
- The sensitive nature of their personal disclosure or situation could possibly compromise their privacy, dignity, safety or reputation;
- The information included is classified as 'private';
- Otherwise required by applicable law.

Child-safe Digital External Partner Agreements Guide

? As a marketer or communicator, how can I formalise digital external partner agreements so that they keep children safe?

External Agencies

Proactively share the Appropriateness Guide with major donors and partner agencies when making agreements concerning sharing of children's images and information, and enter a signed agreement that they will abide by them, offline and online.

Consider including training tools as part of the agreement for use among their staff:

- 'Do you know what it is really like for me online?'

Media/Press

Proactively discuss children's vulnerabilities in World Vision communities and sign agreements prior to media/press visits with access to children. Written consent must be obtained from prominently featured children (as age appropriate) and their legal guardian, and prior permission must be signed off by the respective national office, when:

- The child(ren) prominently featured in communications for public distribution is(are) personally identified or identifiable;
- The sensitive nature of their personal disclosure or situation could possibly compromise their privacy, dignity, safety or reputation;
- The information included is classified as 'private';
- Otherwise required by applicable law.

Resources and tools for media/press staff:

- 'Do you know what it is really like for me online?'
- Appropriateness Guide

Version 1, Last Updated: June 17, 2015

Education & Response Guide

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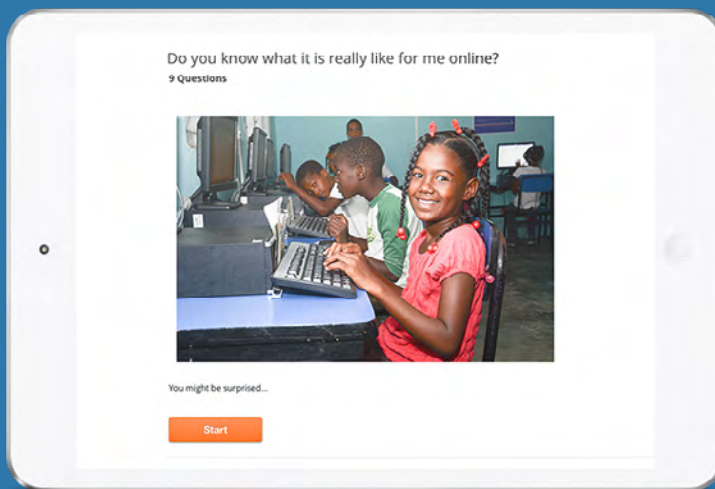
As a marketer or communicator, how can I proactively educate and influence the public, sponsors and WV staff to keep children safe in our digital world?

Education

Public
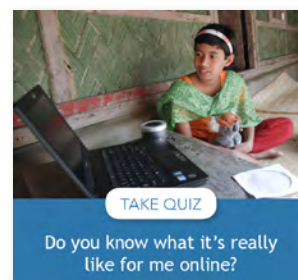
Use the 'Do you know what it is really like for me online?' quiz to raise public awareness of the dangers children in marginalised communities face in an era of increasing online communication. We encourage you to embed the quiz in your external-facing websites and social media, customised to suit your audiences.
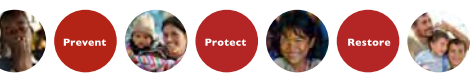

Translated into Spanish

Customised for WV UK

Customised for WV Philippines

Education (continued)

Sponsors

Use an engaging tool to effectively empower sponsors to share their sponsorship experience with their peers online,while protecting their sponsored child's privacy, identitiy, dignity and location. Communicate what sponsors need to know clearly & concisely, making learning easy & fun and accessible. Educate sponsors via sponsor portals, welcome kits, sponsor orientations, as part of sponsor preparation for visits to the field or with their sponsored children, and in other appropriate ways.

WV Staff

Ensure all staff are trained in the essentials of child-safe digital engagement and are equipped to protect children in the creation of digital supporter experiences. Ensure ongoing training of new staff, volunteers and interns and periodic refresher training for all staff.

Reporting & Response

Public & Sponsors

Provide reporting and response options so that sponsors can report any child protection concerns to World Vision. Use clear local office contact information (specific links, phone numbers, email IDs) in online and offline communications, and ensure that the person receiving the inquiry at World Vision's end is equipped to respond appropriately or to re-direct the inquiry immediately.

In World Vision digital portals and communications to sponsors, include a link to a reporting mechanism, which also allows for anonymous reporting. Treat reports confidentially and ensure investigative and corrective actions are taken as appropriate.

WV Staff

Ensure all staff are aware of local organization's reporting policy and World Vision's internal reporting mechanism for online child protection breaches and incidents. Ensure responsible on point staff are properly trained in response and management of online child protection breaches and incidents.

World Vision

? Frequently Asked Questions

Child Names

Q. *Can fake names be used for children, to protect their identity, when prominently featured in communications for public distribution or in marketing campaigns?*

A. Yes, with informed legal guardian consent on record, and signed off by the relevant national office. The publication should mention that the child's name has been changed to protect the child.

Q. *In the guides, does "named" child refer to use of a child's full name or the use of any name?*

A. Any name.

Implementation Standardisation

Q. *Do the guidelines for child-safe digital engagement apply only to sponsored children or to all children that World Vision engages with?*

A. To all children under the age of 18.

Q. *What processes can help ensure that capturing rich media content and its use comply with World Vision's child protection guidelines?*

A. Ensure wide dissemination of a basic child protection checklist and guidelines regarding inappropriate visual content to field staff and deploy training through multiple channels. Ensure additional safeguards have been built into digital platforms that enable the capture, transfer and use of content. Support offices are also required to do their own filtering to keep published content in compliance with the guidelines.

Frequently Asked Questions

Online Platforms

Q. *As social media platforms (such as Facebook) keep changing their policies, how do we keep pace in ensuring that we are complying with our child protection standards?*

A. Only post and share what is "publicly" permitted on social media or any space that is not a World Vision staged/hosted environment protected by World Vision-authenticated passwords.

Q. *What are the protocols for sharing raw footage with vendors via channels such as Dropbox?*

A. Ensure that the contract signed with the vendor covers World Vision protocols for ownership and privacy of the content to comply with World Vision guidelines and requirements.

Q. *What standards do we need to follow for YouTube uploads?*

A. Follow the guidelines for public sharing. When you upload content, it sets to "Public" by default, which means that anybody can view it. You can manage the privacy settings and control who has access to view this content, but it still should be deemed public sharing of World Vision content as it is not a World Vision staged/hosted environment protected by World Vision authenticated passwords.

Understanding Public & Private

Q. *Are email communications considered public or private?*

A. Public – because they are not World Vision staged/hosted environments protected by World Vision authenticated passwords.

Q. *Are social media and general web content considered public or private?*

A. Public – because they are not World Vision staged/hosted environments protected by World Vision authenticated passwords.

Supporter Questions

Q. ***What should we tell supporters who ask why World Vision allows digital acquisition?***

A.   World Vision seeks to keep pace with modernisation for the furtherance of child well-being. There are many who become sponsors only because the opportunity is made available online. At the same time, World Vision proactively practises safeguards in ensuring the safety of children in the digital environment, including raising awareness concerning this among sponsors and the general public.

Q. ***How do we respond to long-term supporters who ask to stay in direct online contact with their sponsored child during the sponsorship journey?***

A.   It is important to educate the sponsor on why WV mediates communication in order to protect the privacy of both the sponsor and child and to fulfil our own responsibilities.

Q. ***How do we respond to sponsor requests to continue communicating with the child after the formal sponsorship journey ends?***

A.   Once the child reaches age 18, it will be completely up to her/ him as she/he will no longer be a child. WV still has a responsibility to provide proper education of risks and opportunities before any child graduates from the programme.
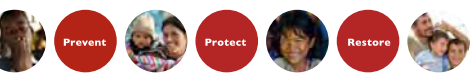
World Vision International

World Vision is a Christian relief, development, and advocacy organisation dedicated to working with children, families, and communities to overcome poverty and injustice. World Vision serves all people regardless of religion, race, ethnicity, or gender.

Tilly Sojwal
Senior Advisor, Child-Safe Digital Engagement
Tilly_Sojwal@wvi.org

Bill Forbes
Child Protection Director
Bill_Forbes@wvi.org

World Vision International Executive Office
Roundwood Avenue, Stockley Park Uxbridge, Middlesex UB11 1FG United Kingdom +44.20.7758.2900

World Vision Brussels & EU Representation ivzw
18, Square de Meeûs 1st floor, Box 2B-1050 Brussels Belgium +32.2.230.1621

World Vision International Geneva and United Nations Liaison Office
7-9 Chemin de Balexert Case Postale 545 CH-1219 Châtelaine Switzerland +41.22.798.4183

World Vision International New York and United Nations Liaison Office
919 2nd Avenue, 2nd Floor New York, NY 10017 USA +1.212.355.177