

Social Media Guidelines

Values

NALA operates its projects within the guidelines of its core values. These emulate the way in which we practice, implement, and deliver our message to the wider community.

Professionalism and Integrity: NALA is committed to continuous learning, monitoring & improvement to ensure that its activities provide appropriate & **sustainable** solutions to health challenges in diverse contexts & environments.

Partnership and Humility: NALA works together with local, national, and international partners. NALA's model is based on creating tools together with the community in an **inclusive and culturally sensitive manner** that empowers the community to create and implement new solutions to overcome the challenges they face.

Innovation: NALA continually works with community partners as well as with technical experts to come up with new and effective ways to eliminate NTDs and multiply the impact of its activities.

Safeguarding policy: The purpose of this policy is to protect people, particularly children, at risk adults and beneficiaries of assistance, from any harm that may be caused due to their coming into contact with NALA.

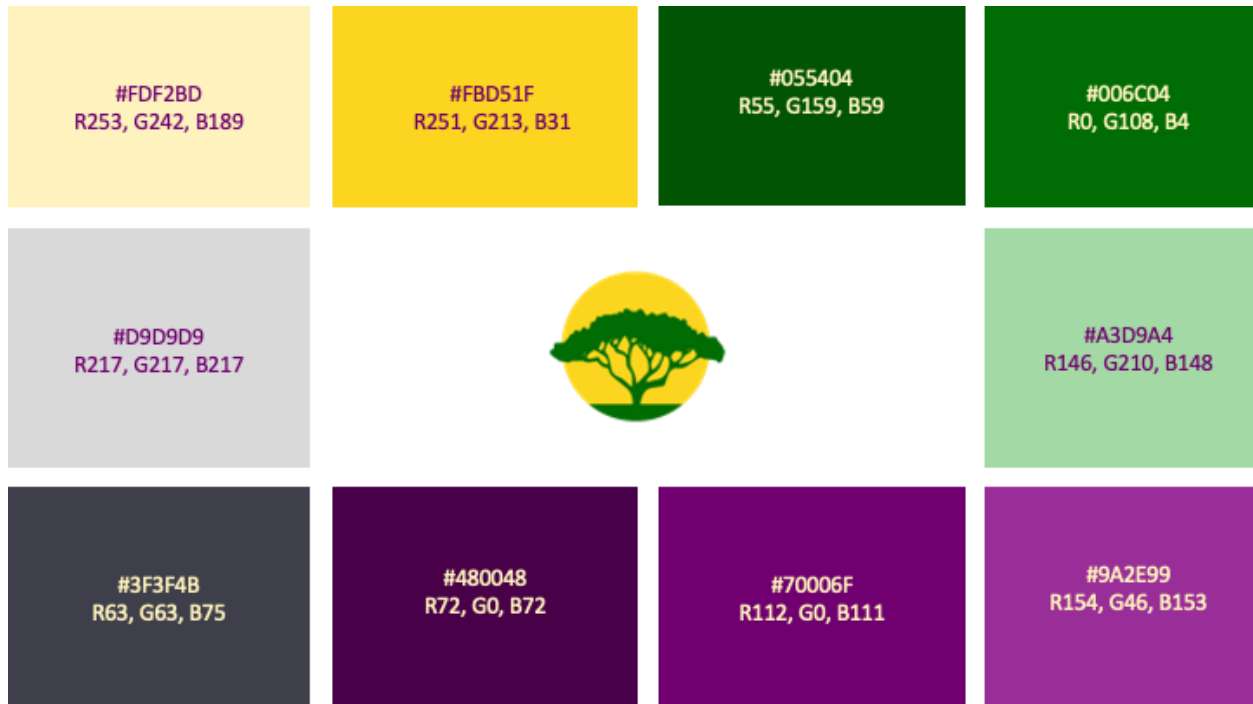
This includes:

1. **Protecting individuals' dignity, identity, confidentiality and privacy**
2. Ensuring permission is given before interviewing, filming, or taking a photo. Individuals under 18 should have consent obtained from their parents.
3. **Pictures should be respectful and not stigmatize a person or community**
4. Personal data should be used appropriately and with consent
5. Photos should be kept in a secure database

For the purpose of the hackathon, many of these safeguarding policy guidelines will not apply in practice. However, they should be considered when obtaining pictures from online sources, are these sources reliable? Was consent obtained from the photographer? If you feel uncomfortable with using a photo it is important to ask yourself why, does it stigmatize communities, or utilize children for the benefit of inducing an emotive effect.

Just because in this case you are not the photographer on the end of a camera, you remain responsible for perpetrating a message for these communities.

Branding



Capitalization of words:

1. NALA: always in capital letters
2. Disease names: In accordance with the WHO, generally they follow a set of rules.
 - Don't capitalize diseases unless they are from a proper noun (Dr. Alzheimer, Ebola River)
 - neglected tropical diseases (NTDs), trachoma, soil-transmitted helminthiasis, schistosomiasis – no caps
 - COVID-19 but coronavirus is not capitalized
3. For Ethiopian words follow the Ethiopian Federal Ministry of Health

Images

Consent is of utmost important when using images, particularly of children. If you do not have access to consent forms, or the images are from a potentially unreliable source (i.e. google images) then the face of children should not be shown (sideways or faces covered can avert this issue).

If you are using someone else photograph, whether it be a partner's, image from a website or from a photographer then ensure that credit is given to the photographer.

If you use images from NALA's social media then ensure that credit is given to NALA, whether by adding a watermark to the picture or in the picture.

Sensitivities

NALA is a professional organization that provides services to governments and organizations. No political or religious direct agenda should appear within our messaging under any circumstances.

- We are a non-denominational organization.
- Avoid any sort of messaging that may insinuate the “white savior” narrative!

What is white savior?

White savior is the narrative that Western/White individuals have superior knowledge and therefore are responsible and capable of entering and ‘saving’ underdeveloped populations.

This is problematic for a huge number of issues, first and foremost being that we do not know best

Platforms

Platform	Use	Audience
Instagram	Posting of images and stories about our projects. Engaging content through the use of polls, videos and questionnaires.	Younger demographic Targeting individuals aged 16-40
Facebook	Large following that has been relatively active for a long time. In addition to posts, we have publicised events, streamed live events and Q&As.	High percentage of audience are Ethiopian. Secondary page for NALA USA, smaller audience.
Twitter	Publicising of events, partnerships, projects, and research.	Public Health Professionals.
TikTok	Sharing of information about NTDs on an interactive forum.	TBC.

The usage of different platforms is to engage as many different demographics and population groups as possible. Our messaging is adapted for each one, but ensure that we stay true to our organisation and approach.