



Media Guidelines

Version 1.7

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FORWARD

*“As you join with ZOE, as we continue to fight for those who cannot fight for themselves, we ask that you always seek to employ ‘best practices’ and **put the children first**. We encourage people to be voices in their communities. That is why we have written Standards of Conduct and Fundraising / Publicity Protocols.”*

–Michael Hart
Chief Executive Officer

ZOE places media online to share information about ZOE Children’s Homes with those who support, financially contribute, volunteer, and assist ZOE. Additionally, the online media has become a resource for individuals and groups who wish to align with ZOE as we rescue and care for orphans and other vulnerable children from human trafficking and for those who want to increase their knowledge about the trafficking of children.

*“By adhering to the Standards of Conduct and Fundraising / Publicity Protocols, you are partnering with ZOE. **You can be the voice** for these children, and we can keep them safe.”*

–David Cross
Child Protection Manager

Summary of Media Guidelines

- No faces of children from the ZOE Children’s Home can be shown in any media.
- At outings, schools, outreaches or ZOE Child Rescue prevention campaigns (when no ZOE children are present), children’s faces are allowed in crowd shots only.
- Do not post individual photos of any children on social media.
- If there could be any misunderstanding as to whether a child or adult is or has been a victim of trafficking, the face must be concealed, unless the victim, having reached adulthood, has given written consent.
- Fundraising/Publicity protocols apply to all print materials and media that depict or describe children whether or not they are under ZOE’s care.

Media Disclaimer

ZOE requests that the following statement be legible at the beginning of reports, videos, newsletters and presentations:

ZOE protects the identity and dignity of children and does not show trafficked children.

USE OF WRITTEN MATERIAL

Written information **can** be reproduced or published, in part or in whole, provided the author and organization are cited and acknowledged and the article complies with the **Standards of Conduct** and **Fundraising / Publicity Protocols**.

CREATING LINKS TO ZOE SITES

You are welcome to create links from your web pages to ZOE web pages. However, you may not use our trademarks unless you have our written permission.

PHOTOS AND VIDEO PRODUCED BY ZOE

ZOE photos, videos, and other media **can** be reproduced or published in full provided the ZOE watermarked logo remains on all images and the organization is cited and acknowledged and the article complies with the ***Standards of Conduct*** and ***Fundraising / Publicity Protocols***.

FAQs:

Q: Can I create a slideshow or video and show it to my family, my friends or to supporters?

A: Yes, however you can only show approved photos taken at the ZOE Children's Homes. No faces of children from the ZOE Children's Home can be shown in any media.

Q: Can I use photos from ZOE's online sites to make a slideshow or video about human trafficking?

A: Yes, you can! However, no faces of children from the ZOE Children's Home can be shown in any media.

If your presentation uses media from events outside of ZOE, i.e., outings, outreaches or Child Rescue prevention campaigns (when no ZOE children are present), please only use crowd shots if children are depicted. Do not post individual photos of any children on social media. If there could be any misunderstanding as to whether a child or adult is or has been a victim of trafficking, then those faces should be concealed, unless the victim, having reached adulthood, has given written consent.

Q: Can I add text to my slideshow or video?

A: You cannot add text or audio that implies or gives the impression that the children have been rescued, trafficked or are or have been at risk of trafficking. If there could be any misunderstanding as to whether a child or adult is or has been a victim of trafficking, then those faces should be concealed, unless the victim, having reached adulthood, has given written consent.

Q: Can I create a slideshow or video and place it on YouTube / a public website / a blog / any online communication?

A: Yes, you can! Provided that the slideshow/movie adheres to the *Standards of Conduct and Fundraising / Publicity Protocols* and that you make reference to ZOE in the slideshow or movie. Note: The reference must be legible and at the beginning. Please understand that our children have access to the internet for their studies.

Q: What about Facebook or other forms of social media?

A: You can upload photos to Facebook or other forms of social media, however you cannot upload photos that show the face of any ZOE child to your Facebook page (or any social networking site). We encourage you to create links to the ZOE website, ZOE blog, or ZOE videos via Facebook.

If you are uploading media from events outside of ZOE, i.e., outings, outreaches or Child Rescue prevention campaigns (when no ZOE children are present), please only use crowd shots if children are depicted. Do not post individual photos of any children on social media. If there could be any misunderstanding as to whether a child or adult is or has been a victim of trafficking, then those faces should be concealed, unless the victim, having reached adulthood, has given written consent.

Q: Can I write an article about human trafficking?

A: Yes, we want you to be our voice and communicate with people about human trafficking.

Note: If you would like to mention the ZOE Children's Homes, please ensure that your article is in line with the *Standards of Conduct and Fundraising / Publicity Protocols*.

Q: Can I write, use, or link to an article about human trafficking and use a photo of a child?

A: No, you cannot put a photo of a child with any article about human trafficking. We do not want the face of any child connected with an article about human trafficking.

We encourage you to be a voice and fight for victims of human trafficking. If you wish to feature an article about human trafficking and would like to use a photo then we encourage you to use a photo from the [ZOE Concealed Identity Images](#). These photos do not show the faces of any children.

Direct link to ZOE Concealed Identity Images

<https://plus.google.com/u/0/photos/103470204358674776920/albums/5714204597547100225>

STANDARDS OF CONDUCT

The safety of the children at ZOE Children's Homes (ZCH) is paramount. As such, all content provided on this site is in accordance with the ***Standards of Conduct and Fundraising / Publicity Protocols*** contained in ZOE's Child Protection Policy. An excerpt is listed below.

Standards of Conduct

- 5.13** NO photographs or video footage is permissible without authorization from the ZCH Child Protection Manager. The use and distribution of authorized photographs or video footage at ZCH is subject to regulations in Section 10 of this policy.
- 5.14** NO gifts or promise of gifts will be given to ZCH children without authorization from the ZCH Director. Example of gifts include (but are not limited to): money, cell phones, cell phone usage, candy, jewelry, personal items, alcohol, drugs, medications, or promise of any of the items listed.
- 5.15** NO pre-visit or post-visit contact (letters, e-mail, phone calls, text messages, video, packages, etc.) is allowed with our children without authorization from the ZCH Director.

10.0 Fundraising / Publicity Protocols

10.1 ZOE highly values the protection of privacy, identity, and dignity of all children and survivors of human trafficking under its care.

10.2 All fundraising or publicity activities are subject to ZOE's Media Guidelines.

10.3 Fundraising/Publicity protocols apply to all print materials, electronic media, and presentations that depict or describe child victims of human trafficking or any child under ZOE's care.

10.3.1 All Print Materials: Photos, brochures, newsletters, flyers, business cards, post cards, etc.

10.3.2 All Electronic Media: Television, radio, computer, internet, websites, blogs, social networking sites, e-mails, photos, videos, etc.

10.3.3 All Presentations: All presentations whether electronic, printed, or oral.

10.3.4 These protocols extend to all materials, media and presentations whether ZOE-sponsored or not.

10.4 ZOE will protect the privacy, identity and dignity of children in materials and media listed in Section 10.3 as follows:

10.4.1 All photos, videos or images used must conceal the child's identity. This includes the child's face, identifying marks (e.g., distinctive scarring, tattoos, etc.) or revealing geographic cues (e.g., background, environment, signage).

10.4.2 Actual names of children and/or specific geographic locations will not be used in any media issued whereby Section 10.4.1 is applicable. Only fictitious names will be used.

10.3.3 ZOE requests that the following statement be legible at the beginning of reports, videos, newsletters and presentations:

ZOE protects the identity and dignity of children and does not show trafficked children.

10.5 No photographs or video footage is permissible on ZOE premises or ZOE sponsored activities without direct authorization from the ZOE Child Protection Manager.

THIRD PARTY PHOTOGRAPHY AND FILMING

Third party photography and filming are not permitted at any of the ZOE Children's Homes or ZOE-sponsored activities unless contracted by ZOE.

OPINIONS

Opinions expressed on any ZOE online site are those of the relevant authors and contributors and as such are not necessarily shared by ZOE, its appointed officers, or its Board of Directors.

AGE APPROPRIATE CONTENT

ZOE media content will vary and it is aimed at those of legal age and capacity. Children must not use ZOE online sites without the supervision of parents, guardians, or other responsible adults.

GENERAL DISCLAIMERS

Use of ZOE sites is at your risk. No representative or agent of ZOE, our affiliates, or any of our or their respective directors, officers, employees, agents, contributors, third party content providers or licensors:

- Makes any express or implied representation or warranty about, or
- Shall be liable, in contract, tort (including negligence) or otherwise, for any direct, indirect, special or consequential loss, damages or reliance in connection with, this site, its use, its content or any products or services (including our products or services) referred to on this site. This includes (but is not restricted to) loss or damage you might suffer as a result of any of the following:
- Your reliance on the completeness, accuracy, suitability or currency of the site or its content (including third party material and advertisements on this site), irrespective of any verifying measures taken by us. This site is designed for general information, interest and to communicate with those who have an interest in ZOE and its operations. It is not advice and you should not rely on it.
- Failure of performance, error, omission, interruption, deletion, defect, failure to correct defects, delay in operation or transmission, computer virus or other harmful component, loss of data, communication line failure, unlawful third party conduct, or theft, destruction, alteration or unauthorized access to records.
- Accessing any sites or servers maintained by other organizations through links on this site. Links are provided for the convenience of our site users only and without responsibility for the content or operation of those sites. Unless otherwise stated, linked sites and their products and services are not endorsed by us and your linking to any such site is at your own risk.
- The provision of credit card or other financial information, the failure to complete (or delay in completing) any transaction, or other loss or damage arising from any e-commerce transacted or attempted to be transacted on this site.

- Defamatory, threatening, offensive or unlawful conduct of third parties or our publication of any materials relating to or constituting such conduct.
- A breach by us of our Privacy Policy.

AGREEMENT TO USE YOUR CONTRIBUTIONS

If you submit written or image based material to ZOE, you grant, or warrant that the owner of such material has granted, to us and our affiliates, third party content providers and licensors a world-wide, non-exclusive, royalty-free, perpetual, irrevocable, unrestricted and fully sub-licensable right to:

- Use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display such materials, or incorporate them in other works, in whole or in part;
- Use the names, images and video that you submit with any such material, including names and images identifying you as the author of the material; and
- Exploit all proprietary rights (such as copyright, trademarks and service marks) in any such material, in any form, media or technology now known or later developed, for any purpose, commercial or otherwise (including promotion of us or our objectives).

You consent to us and any person authorized by us doing any or all of the above despite all moral and similar rights you may have or later acquire in respect of any such material.

At our request and expense, you will execute and deliver to us all such instruments and take such other actions as may be requested by us to obtain the benefit of and perfect this grant of license and consent.

POSTING COMMENTS

When you post any comments, you agree that we can use, edit, and adapt any ideas, concepts, words or images contained in the feedback or suggestions for any purpose and without restriction or compensation.

OTHERS' LICENSE TO USE YOUR CONTRIBUTIONS

If we publish material submitted by you, you permit all other users to access and view the material for their personal, non-commercial use.

WE OWN OR CONTROL, AND RESERVE, ALL RIGHTS

Unless otherwise indicated, all rights (including copyright) in the content and compilation of these web pages and online images (including text, graphics, logos, button icons, video images, audio clips, and software) are owned or controlled for these purposes, and are reserved by us.

PERSONAL, NON-COMMERCIAL USE

You are authorized to download and view content for your own personal, non-commercial use provided that you keep intact all copyright and other proprietary notices and you act in compliance with ZOE's Child Protection Policy. You must not, without our prior written permission, exploit any of our site materials for commercial purposes.

LAWFUL USE ONLY

You must use ZOE content and images for lawful purposes.

GENERAL PROHIBITIONS

You must not upload, post, transmit or otherwise make available through this site any material which:

- Violates or infringes the rights of others (including their privacy and publicity rights).
- Is unlawful, threatening, abusive, defamatory, invasive of privacy, vulgar, obscene, profane or which may harass or cause distress or inconvenience to, or incite hatred of, any person.
- Encourages conduct that would constitute a criminal offense, give rise to civil liability or otherwise violate any law.
- Restricts or inhibits any other user from using or enjoying this site.
- Affects the functionality or operation of this site or its servers or the functionality or operation of any users' computer systems (for example, by transmitting a computer virus or other harmful component, whether knowingly or not).
- Breaches any standards, content requirements or codes promulgated by any relevant authority, including authorities, and which requires us to take remedial action under any applicable industry or legal code.

NO SPAM

Electronic addresses posted are published for professional communications only and do not constitute an invitation to send unsolicited commercial emails, including (but not limited to) emails offering to supply goods or services. Except as authorized by these Terms, you must not harvest email addresses from this site or use or publish email addresses for any purpose without our written consent.