



## **SANKALP ONLINE ACTIVITIES AND SOCIAL MEDIA USE GUIDELINES FOR MEMBERS/VOLUNTEERS/INTURNS**

Social media websites (such as Facebook, Twitter, LinkedIn, YouTube, blogs, and many others) that allow users to post personal content have become increasingly popular. The objective of this guideline is to regulate the social networking behaviour of SANKALP's members, volunteers and interns. The guideline applies to all online activities, social media conduct and any other social networking behaviour of SANKALP members, volunteers and Interns.

SANKALP has established the following guidelines for the use of social media and social networking sites by SANKALP members, volunteers and Interns:

1. Use of your SANKALP email address for social networking (e.g., blogs, Facebook, Twitter, LinkedIn etc) is not permitted.
2. Do not identify yourself as a member of SANKALP staff in social media without prior permission of SANKALP management.
3. While engaging in social networking, you must avoid the risk of conflict with official duties and should avoid the appearance of impropriety.
4. Do not discuss, post or leak confidential SANKALP information.
5. Do not discuss your job responsibilities for SANKALP on the Internet without prior approval from SANKALP management.
6. Maintain professionalism, honesty, and respect. Your on-line dialogue is subject to the same bounds of civility required at work. SANKALP members, interns and volunteers must comply with laws covering libel and defamation of character even after the term of your membership, volunteer ship and internship is over with SANKALP.
7. Avoid negative commentary regarding SANKALP.
8. Views expressed are your own and cannot be shown as reflecting SANKALP's viewpoint.
9. Do not post any content on behalf of SANKALP without prior consent from SANKALP.
10. Whenever using materials / data given by SANKALP or created by you for SANKALP please give credits to SANKALP as source of info and tag SANKALP to it.
11. Avoid using social media as a tool to address grievances with SANKALP even after the term of your membership, volunteer ship and internship is over with SANKALP.
12. SANKALP reserves the right to monitor its member's , interns' and volunteers' use of social media by monitoring its member's , in-terns' and volunteers Internet activities.
13. If SANKALP has just cause for believing that a member, an intern or a volunteer has acted contrary to this policy, SANKALP reserves the right to visit and monitor social media sites to ensure compliance with the SANKALP's Social Media and Social Net-working Policy.
14. SANKALP reserves the right to terminate the membership, volunteer ship and internship of any person without notice on account of violation of this policy and code of conducts.

## **SANKALP DATA PROTECTION GUIDELINES FOR MEMBERS/VOLUNTEERS/INTURNS**

1. SANKALP collects member's, volunteer's and intern's personal information and contact details for internal purpose of maintaining a database and reaching them as and when required for SANKALP work. SANKALP will not share this data with any external agency for any commercial or other purposes, other than SANKALP related communications.
2. SANKALP members, volunteers and interns are expected to maintain confidentiality of the data they have gathered during the course of the work. Data cannot share with anyone in any form without the approval of the SANKALP management.
3. SANKALP members, volunteers and interns are expected to respect the privacy of fellow members, volunteers and interns. They shall not share the contact information of other members, volunteers and interns with anyone, without their consent.
4. If the assignment/project involves dealing any of SANKALP's data, the members, volunteers and interns should abide by the policies and rules of SANKALP. Data cannot be taken in any form (print or soft copy) out of the SANKALP premises.

## **SANKALP BRANDING GUIDELINES FOR MEMBERS/VOLUNTEERS/INTERNS**

1. The communications are the face of a brand, and different faces each time can confuse the target audience and affect their trust. Therefore, it is important to follow brand guidelines, to create a trust-worthy and a recognizable brand. Hence SANKALP members, volunteers and interns are expected to follow the SANKALP brand guidelines while making any communication materials.
2. SANKALP encourages members, volunteers and interns to come up innovative communication materials on the basis of same graphical language and tone that SANKALP has developed over a period of time.
3. Avoid social development jargon. Use a sensible, sensitive tone that rings true with reason.
4. While using SANKALP's images one needs to be sensitive. SANKALP doesn't encourage the use of sad and gloomy images and it should not violate the integrity and dignity of SANKALP activity.
5. All communication materials prepared by members, volunteers and interns need to be approved by SANKALP management.
6. SANKALP logo cannot be use in any of the campus/corporate events/activities, online spaces and communication materials without the prior approval/verification from SANKALP management.
7. Volunteers, members and interns Blogs, PAGs social media links or any online activities to be initiated in consultation with the SANKALP management and the approval of the SANKALP's management.
8. Members, volunteers and interns holding events that involve multiple partners, it should be discussed and MoU to be signed in terms of basic terms and conditions agreed by both parties. Use of SANKALP logo along with other partner logo's to be discussed prior to the event and agreed upon.
9. Communication materials include both printed and online materials.

# **SANKALP PHOTOGRAPHY ETHICS AND GUIDELINES FOR MEMBERS/VOLUNTEERS/INTERNS**

SANKALP has established the following guidelines for the use by SANKALP members, volunteers and Interns Points to consider while taking photos, videos, interacting with the community

1. Ensure you have permission of the persons being photo-graphed.
2. Do not upload photographs that you do not have the rights for (photographs that do not belong to you).
3. Ensure that the dignity of the child and community is always upheld.
4. Be complete and provide context when photographing or recording subjects.
5. Respect the integrity of the photographic moment.
6. Be accurate and comprehensive in the representation of subjects.
7. Resist being manipulated by staged photo opportunities.
8. Avoid stereotyping individuals and groups. Avoid presenting one's own biases in the work.
9. Treat all subjects with respect and dignity. Give special consideration to vulnerable subjects.
10. While photographing subjects do not intentionally contribute to, alter, or seek to alter or influence events.
11. Editing should maintain the integrity of the photographic images' content and context.
12. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.
13. Do not pay sources or subjects or reward them materially for information or participation.
14. Do not accept gifts, favours, or compensation from those who might seek to influence coverage.
15. Do not intentionally sabotage the efforts of other photographers.
16. Strive for total and unrestricted access to subjects, recommend alternatives to shallow or rushed opportunities, seek a diversity of view-points, and work to show unpopular or unnoticed points of view.
17. Avoid political, civic and business involvements or other employment that compromise or give the appearance of compromising one's own independence.
18. Strive to be unobtrusive and humble in dealing with subjects.

## **SANKALP PUBLICATION GUIDELINES FOR MEMBERS/VOLUNTEERS/INTERNS**

1. Prior Approval Required: No person who is a SANKALP Member/Volunteer/Intern or SANKALP Ex-Member/ Ex-Volunteer/Ex-Intern will publish anything on a personal basis in any form of media, without prior approval from SANKALP management.
2. Definitions: For this policy "Publishing includes –
  - ✓ Book - fiction or non-fiction
  - ✓ Online publishing, such as Weblogs, e-papers and e-journals, e-magazines
  - ✓ Opinion Pieces such as articles, letters, any other editorial content
  - ✓ Studies such as white papers, journal articles
  - ✓ Social communication networks: online communities and rooms
  - ✓ Narrative forms such as poetry, drama, essay
  - ✓ Audio formats such as radio features and podcasts

- ✓ Film or any other audio-visual format such as photo essays, slide films
  - ✓ Any other form of social / mass communications media or communication platforms such as public forum / television debates
3. The use of SANKALP properties – logo, audio/visual (recordings/ video/ photos) as well as any references to SANKALP requires prior permission and authorization from SANKALP management.
  4. Prior Approval not required: A Member/Volunteer/Intern of SANKALP can publish (according to above definition of publishing) content that does not have the name of SANKALP in it without approval.
  5. Exceptions: Writing on Social Network sites, blogs or tweets, if the content has nothing to do with SANKALP and the area of opinion or comment is totally different from the area of knowledge and activity that SANKALP works in, the publishing can be done without disclaimer or approval.

## **GUIDELINES FOR INTERACTING / ENGAGING WITH COMMUNITY/VILLAGERS FOR MEMBERS/VOLUNTEERS/INTERNS**

### **YOUR ATTITUDE**

1. Be non-judgmental. Don't try to impose your ideas, instead try to make them think, try to take their feedback/suggestions on relevant issues.
2. You should have an understanding of the people and the practices of the community/villagers you are interacting with. This would enable you to interact with them more effectively.
3. Treat them as equals; get their opinions and point of views.
4. Never be intimidating. Be friendly and non-threatening to the people you interact with.

### **YOUR OBJECTIVE**

1. Be clear on the purpose, the objective and the desirable outcome of the event/ activity as well as your target audience.
2. Be sensitive to the community/villagers beliefs/practices/traditions
3. Involve the key point person from the community/villagers.
4. Be very clear on your non-political and non-religious stance.
5. Bring out the fact that you are there to collaborate and to strengthen the already existing services such that they are accessible and usable.
6. Avoid/don't entertain people who would try to merge your efforts with their party/community/religious politics OR would try to bring their party/religious angles to your work.
7. Don't say or promise anything that you would be unable to deliver, even if it's due to unforeseen reasons
8. Never give any material gifts; they tend to overshadow the cause.

## **YOUR INTERACTION**

1. Interactions should be such that they don't result in offending the community members' /villagers' sensibilities/beliefs and sentiments; instead pave the way for your acceptance.
2. Language used should be clear, simple and easy to understand.
3. Be patient during your interactions, the discussions seem to be going off the point, then gradually bring them back to the point by reminding them of the original issue being discussed.
4. Avoid being too preachy and using terms like "should".
5. Provide relevant information/facts that they you're using examples in your interactions then use the ones to which they can easily relate to /most connect to.
6. Do thorough secondary research (facts and figures, landmark judgments, Acts/legislations) whenever needed. It helps to sharpen your understanding and analysis of field realities.
7. Keeping field notes is very useful. Ideally it is to be detailed observation gathered from the field- human interest stories, quotes of people, immediate surroundings, anecdotes, and relevant facts and figures.
8. Take photographs/ videos only if it is consented by the people who are the subjects. Photos, short films, video clips on your work and community voices are a good way of keeping record and for overall documentation.
9. Arrive at a conclusion only after gathering data and insights from all concerned stakeholders. Then it will make sure your interpretation is authentic.

## **YOUR APPEARANCE**

1. Body language needs to be positive, attentive, accepting, non-judgmental. Maintain eye contact with community/village members, listen carefully to what they say; might help you to read in between the lines.
2. Dress appropriately. Your appearance and communication style has a bearing on how communities/villagers perceive you and whether they feel comfortable talking to you.
3. You are there in the field as a SANKALP Member/Volunteer/Inturns so communicate and act responsibly. Be very sure about the messages disseminated

## **GUIDELINES FOR INTERACTING / ENGAGING WITH CHILDREN AT SANKALP CENTERS FOR MEMBERS/VOLUNTEERS/INTERNS**

1. Treat every single child with due respect, dignity and integrity.
2. Parents or the legal guardian should be informed of any activity or event that members/volunteers/interns plan to conduct with children.
3. Never take the children out of the Sankalp premises or Sankalp School for any activity without the approval /written consent from the Parents/guardian.
4. Under no circumstance, should members/volunteers/interns harm children in any form (verbal and physical) or misuse children. Members/volunteers/interns should be very sensitive while approaching and dealing with children. Appropriate action will be taken against those who are found to be misbehaving with children.
5. Make sure children are briefed and are comfortable with the format of the event (if any being organized). And if the child still says "No", then it shouldn't be forcibly thrust upon him/her.

6. Linguistic sensitivity for the children - ensure the communication in a language they can understand. Ensure translation if necessary.
7. The child should be allowed to speak even if it takes more than the time set; otherwise spontaneity is lost
8. If children are not comfortable to speak, the parents/guardian should be on hand to provide moral support. If necessary the parents/guardian should relate the story with inputs.
9. Do not physically assault or abuse children, or embarrass any child, or initiate any sort of physical contact with a child that may make the child or any responsible observer feel uncomfortable.
10. Do not take the child to a private space which is away from the vicinity of other volunteers, members, interns or children
11. Do not give gifts or take photographs of children in a personal capacity
12. Do not bring individuals who are not registered with SANKALP to any learning center
13. Do not show material or share jokes or stories that are sexual in nature, or discussing such issues with fellow volunteer/members/interns in the vicinity of children.
14. Refrain from disclosing any information about the children or the children's home where SANKALP is operational to any third party without consent from the SANKALP management.

## **DO'S & DONT'S FOR MEMBERS/VOLUNTEERS/INTERNS AT SANKALP EK PRAYAS SOCIETY**

1. Members/Volunteers/Interns make a commitment and are accountable to SANKALP. Hence you are expected to abide by the Core values and Principles of SANKALP.
2. Respect the Mission, Vision, Values and goals of SANKALP. Take your commitment to heart and perform your tasks to the best of your ability.
3. Members/Volunteers/Interns are expected to act with integrity, respect and respond to others with whom they interact during the course of internship.
4. Kindly treat your fellow members/volunteers/interns, community members and children without any discrimination.
5. Please do not accept any gifts or monetary resources or give any gifts or lend any monetary resources to the communities /children and other stakeholders.
6. Please do not take/collect any kind of monetary resources in the name of SANKALP from anyone.
7. Be courteous, friendly and cooperative.
8. Offer constructive feedback about SANKALP, in case if you have any, in an appropriate manner.
9. Don't engage in charity services in the name of SANKALP without prior approval from SANKALP management. Do not collect or distribute clothes, stationery or other materials in the community and do not make any promises without prior approval from SANKALP management.
10. Interns are expected to commit to the structure and program of the internship.
11. SANKALP reserves the right to terminate an internship in any incidents of basis serious misconduct, non performance or indiscipline.

## **VOLUNTEER/ INTERN CERTIFICATES GUIDELINES**

SANKALP provides certificates only on a “need” basis and only to those volunteers/inturns who have continued for more than 6 months to 1 year and have engaged actively. Active refers to active participation in the planning and execution, taking up responsibilities and being consistent and regular. SANKALP may not provide certificates to volunteers who have just participated in one or two activities/events unless if it is agreed upon prior to the event.

## **VOLUNTEER/ INTERN STIPEND OR REMUNERATION GUIDELINES**

- We offer a range of engagement options that are designed keeping in the mind the diverse background of our volunteers/inturns and their varied interests, skills, knowledge and time availability.
- We don't encourage our volunteers/inturns to engage in a charity or relief mode of volunteering. Instead, we encourage them to get involved in an action that address the root causes and brings in direct or indirect impact in the child.
- SANKALP Volunteering/ Internship is not just limited to execution of tasks or events (though internships and skill based volunteering may focus on task or event orientated activities) but creates a process where volunteers/inturns play an equal role in the design and execution of the tasks.
- It is also a unique process since it gives opportunities to volunteers to get aligned directly with affected children, marginalized communities and concerned duty bearers to bring about a positive change.

SANKALP does not provide any stipend or remuneration to Volunteers/Inturns. SANKALP may reimburse the following expenses upon submission of receipts and other supporting documents that would be required.

- Expenses incurred in carrying out activities, campaigns or events, if there is budget available.
- Volunteers/Inturns/Members need to check with the SANKALP management for the details of the available fund and a detailed budget plan needs to be done together with the management.
- SANKALP will not be able to reimburse, if the expense exceeds the accepted limit.
- In case of a partnership or group volunteering (such as College Collectives), budgetary aspects would need to be discussed as part of a MoU signed.
- Outstation Interns are expected to make their own travel and accommodation arrangements.