

HELP FOR THE MASSAI

SOCIAL MEDIA GUIDELINE- GUESTS



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Help for the Massai Trust (HFTM)

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SOCIAL MEDIA GUIDELINES

Jambo- how nice that you would like to visit our project Help for the Masai e.V.!

During your visit, you will certainly experience a lot that is new and exciting, and you might want to share your experiences. For us as an organisation to be able to protect the children at school and in their homes, we have put together some tips and tricks on how you can safely take your experiences with you and also share them.

We ask you to read this BEFORE you arrive at the project.

What are social media?

"Social media are digital media or platforms (social software) that enable users to network on the internet, i.e. to exchange information with each other and to create and share media content individually, in a defined community or openly in society". (Wikipedia 19.07.2022)

In our project, we are not only talking about platforms like Instagram and Facebook, but also about messaging services like WhatsApp, Facebook Messenger, Telegram and e-mails and others that you use privately.



"When in doubt, leave it out!"

While we are always happy when our guests take home photos and videos, as an organisation we are careful to act sensitive and responsible with situations and people.

Specifically, this means that members of HftM, volunteers and guests of our organisation need to be aware that they are visitors to Tanzania. So before taking photos, ask yourself why you want to take that photo. Remind yourself that you would not just take pictures of other people's children or living rooms in your home country.

The same principles apply abroad. Always be aware we as foreigners have no right to take pictures in Tanzania! This means that if you find something particularly exciting, question your reasons of WHY you find it interesting and then ask if it is okay to take a photo.

If you wouldn't take the same photo in Germany, don't take it at all!

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Not every situation is suitable for taking pictures

In principle, it is okay to take photos on our HftM premises, as well as at our schools. However, we ask you to approach the teachers before each lesson as well as in the kindergarten and ask for their permission. The same applies to our boarding in Tengeru.

If you are visiting a Boma (=Massai village), we also ask you to check with your guide or host beforehand if it is okay to take photos.

Make sure that you do not violate the privacy of others! This can also mean that you take fewer pictures home with you.

Protect the privacy rights of the children and our staff

Some of the children entrusted to our care as well as the staff have interesting stories that you might like to share. You must not share pictures and texts from which the person becomes recognisable. This means that the name, age and place of residence must not be named. Again, ask yourself why you want to share this story. If you are unsure, please ask Anne-Sophie (media@massai.org) or use the pictures and stories we share on our public channels.

Stick to the legal basics. Respect copyright when publishing contributions. Only publish photos, films, and audio material if you have the right to do so. Cite your sources and mark quotes. Pay attention to data protection.

This does not belong in social media

At HftM you may be told things in confidence. Please keep these things to yourself and ask yourself if it is your job to report on it.

Do not portray our organisation in a false or misleading way. All statements must be true and unambiguous. You are responsible for every statement you make - so it is better to have someone read through it before you post or send it. Make it clear that it is your personal opinion. Be aware that you represent our project with your experiences and pictures.

Our project thrives on sharing experiences and pictures and videos. We would like to keep it that way. In order for us to be able to maintain this in the future, we would like to ask you to observe the above rules for your own protection and for the protection of "our" children and employees. If you do not comply with the rules, we will ask you to delete online posts and you may receive further instruction on site.

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We are happy to receive your pictures

If you find that you took some great pictures or videos of our project, we would be happy if you would share them with us. The easiest way to do so is via the free share service www.wetransfer.com.

Please send it together with a short message and a written confirmation that you allow us to use your pictures for public affairs at Help for the Masai e.V. to the mail address below.

If there is a story to go with the pictures and videos, we would of course also be happy to hear it.

If you want to share your experiences, pictures, and videos about your time with us with your friends, family, or church, feel free to contact us to receive further information material.

Contact

If you are unsure about any of these points, please do not hesitate to ask:

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Come visit us online

Find our official online channels here:

Website: www.massai.org
Instagram: <https://www.instagram.com/helpforthemasai/>
Facebook: <https://www.facebook.com/Help.for.the.Masai>
Youtube: <https://www.youtube.com/channel/UCXzCylWwE8wiFYVWbyb9mPw>