

***skateístan***

**Safeguarding Your Communications**



# Here's the thing.

- ▲ **Communication is a pipeline.**
- ▲ **Everyone plays a part along the way.**
- ▲ **Safeguarding should be holistic.**





# What's the story?

Before you start, it's important to understand what stories your organization should be telling—and how you can do this in a safe and empowering way.

- ▲ **What is your organization's communications DNA?**
- ▲ **What are the risks for your organization's communications?**





# Know your pipeline.

At Skateistan, our communications pipeline looks something like this.

Regardless of the size of your team, yours probably does too.





# On the ground.

The materials you create or collect with participants will become your storytelling content.

If safeguarding isn't present at this early stage, you're going to have a tough job working around it later.



**On the ground**  
Where we make an impact.

Preparing & Protecting

Creating & Collecting

Securing & Sending



# At the desk.

By the time your content reaches the “comms team”, it’s usually too late to go back and ensure safeguarding policy is observed.

What can the desk do to take pressure off the ground, and what can the ground do to take pressure off the desk?



## At the desk

Where we craft our stories.

Archiving & Editing

Publishing & Promoting

Reporting & Improving





# Checklist!?!?

## Preparing & Protecting

1. What do we want to see? vs. What can we not show?
2. Are you trained, prepared and equipped to create content?
3. External media? Have tough conversations early.
4. What equipment? The easier, the better.
5. Disclaimers & Release Forms?
6. Schedule the production and delegate tasks.

## Creating & Collecting

1. Get permission.
2. Ask questions.
3. Shoot more than you need.
4. It doesn't have to be perfect.

## Securing & Sending

1. Who has the materials, equipment, paperwork?
2. Who is in charge of keeping it safe?
3. Where is it going next?

## Archiving & Editing

1. Secure, cloud-based storage, archived in a logical manner.
2. Review materials and start to tell the story.
3. Check that it meets the safeguarding policy.

## Publishing & Promoting

1. Safe to publish?
2. All stakeholders / co-publishers happy?
3. Are you working with an external publisher?
4. Are you happy with any edits external publisher might want to make on their side?
5. Are you aligned with all co/external publishers on policy should you might need to pull content down later?
6. Will you be adding paid advertising promotion?

## Reporting & Improving

1. Be sure to check for potentially damaging or inappropriate comments.
2. Review performance of content. What's working? What's not?
3. Review process on the ground. Were the team happy? Did they deliver effectively with all permissions, etc?
4. Try new things, fearlessly.



# Emergency!?

In this sector, we have to be agile and expect the unexpected. Are your emergency safeguarding policies in place?

- ▲ Are you able to “go dark” if necessary?
- ▲ How could you adapt after-the-fact?





# Bad vibes.

It can be easy to panic when criticism goes public. Before engaging, breathe, and be honest with yourselves:

- ▲ **Is there truth to this? Could we do better?**
- ▲ **Do we really need to respond? Or is this troll-control?**
- ▲ **Do we respond personally, or publicly?**





# Resources!

▲ **Child Protection Policy  
(Template)**

▲ **Registration Form with  
Participant Media Waiver**

▲ **External Media Agreement  
(Example)**

▲ **Ethical Guidelines for Surveys**

▲ **Skateistan Media Policy  
(Example)**

▲ **Signal  
(Secure Messenger App)**



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**Thank you!**