



NEW ZEALAND
RED CROSS
RIPEKA WHERO AOTEAROA



Media protocols for refugee support volunteers

New Zealand Red Cross is always keen to share the important work we do (thanks to you!) supporting newly arrived former refugees and the incredible things they do once settled in Aotearoa. We use various channels like social media, our Red Cross website and the media to tell these stories.

The New Zealand media has been very interested in covering refugee settlement and profiling new Kiwis who are adjusting to their new home country. Understandably, people want to 'get to know' the new arrivals and understand their stories and culture. This means that you or your family may be contacted by the media at some point. Additionally, there may be positive stories or successes that you wish to share.

Though this is fantastic and we always encourage positive stories, New Zealand Red Cross has processes we follow to ensure the privacy and wellbeing of families is respected, and that our Media Policy and Social Media Policy are adhered to.

1. The use of photos

Even if the family or individual you are supporting has expressed permission, please refrain from using, or posting, photos publicly.

This means photos should not be shared with the media or posted on Facebook. Unfortunately, we have had photos taken from volunteers' Facebook pages in the past and used by the media without permission.

When the communications team shares photos of former refugees, we always ensure there is 'informed consent'. This means we inform people, in their preferred language, where their photos may be used, that they may be shared online and what the consequences of this could be. All former refugees must sign New Zealand Red Cross' consent forms before their photo is shared on our channels, and that should be the same for all volunteers.

2. If you are approached by the media

If you, or the family you are supporting, are approached by the media please inform your volunteer coordinator immediately. No information is to be shared with the media about the family before it has been approved by the communications team at New Zealand Red Cross.

When you are contacted by a journalist, let them know to contact our communications team directly. Do not promise them a story or say no out-right. Instead, you could say something like: "I'll see what I can do." Once the story has been approved, and if you wish to do so, you may be asked by the communications team to speak to the media.



Reach out to the communications team if you are approached by the media.



Please do not discuss the settlement programme with the media, as we have official spokespeople for this. As a refugee support volunteer, your role will be to tell the media about what it's been like helping the family get settled in or why you decided to volunteer.

3. If you have a positive story to share

We're always on the look-out for positive stories related to refugee settlement, as well as volunteer profiles to highlight the role of our refugee support volunteers. If you have a good idea of story, get in touch with your volunteer coordinator or the communications team and we will discuss the best approach.

What is a good story?

Here are some pointers on what makes a good story, so you know when to reach out if you come across one these:

- * Do you have a special, strong or unique relationship with the family/a member of the family you are supporting?
- * Do you have a special activity planned with your family (e.g. spending Christmas together, doing fun Kiwi activities, going to their wedding, etc.)?
- * Do you still see your family regularly after your official placement with Red Cross?
- * Has a member of the family done something unique/special/impressive/new (e.g. won an award at school, excelled in a sport, opened their own businesses or found work, become a volunteer in their community, etc.)?
- * Are you a returning volunteer and have supported multiple families?
- * Are you passionate and want to inspire others to become volunteers?

To journalists, good stories may include something unique, timely (tied to other events happening at the time), heart-warming, dramatic, local, inspiring, visual and they always have **people** at the centre.

Remember, we're very keen to promote the amazing support you offer to your family, as well as the stories of former refugees now settled in Aotearoa, so get in touch if you have an idea or are contacted by the media directly.

Contact the communications team:

communications@redcross.org.nz or 04 495 0139

(Our media line is monitored during and after hours by the communications team).