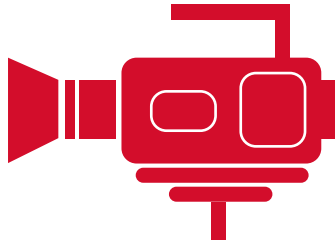
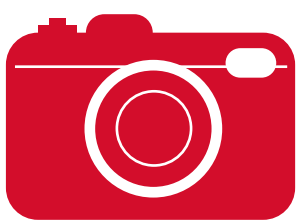


Telling stories is an integral part when communicating IDS Research to the outside world. This guide gives you a snapshot on what you need to consider when using of 'paid for' or 'free' content to tell your story. You can read the full content guidelines: An ethical approach to using content in communications [here](#).

Any questions please contact the IDS Communications and Engagement Team.



## Collaborate with people to create accurate and representative content inclusive of difference and diversity



1

Co-create with contributors to address potential power imbalances and ask how they would like their story to be represented

2

Avoid stereotypes and show contributor's agency in making progressive change possible

3

Allow time to review content with contributors and gain feedback then approval to use

## Do no harm when creating, publishing and sharing content



1

Be respectful to context and circumstances in which content will be shown

2

Ensure contributors are quoted and translated accurately

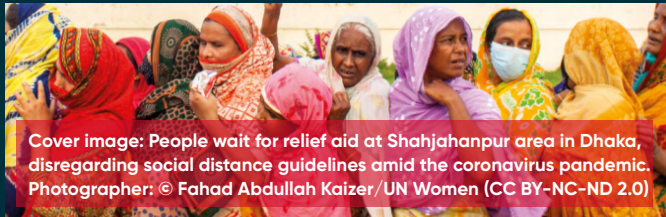
3

Where close up images or interviews are used, gain informed consent from contributors

## Follow the law

1

When publishing any content, make sure it has the right attributable information (name of source, name of creator). For example:



2

All content must be saved securely according to [IDS data guidelines](#).

If producing content for research, it must be according to the [IDS Research ethics policy](#).

Visit the [Creative Commons](#) website for the full list and descriptions of CC licences.

## Best practice guide

When sourcing content (image, video or audio recording) from an external source, follow this decision pathway to ensure it meets IDS guidelines (and can be published).

