

Guidelines for social media and other communications

PSC is made up of a network of local branches and a national headquarters, with thousands of members and supporters across the country. We advocate for Palestinian human rights in all kinds of arenas – Parliamentary events, lobbying meetings with MPs, local meetings and actions, street stalls and demonstrations, as well as in the media and through our own communications channels.

This breadth of activity is a huge strength in terms of getting the message out there on Palestine. However, it also means we have a fundamental duty to act responsibly and in accordance with our values as advocates for the Palestinian cause.

These guidelines also apply to our in-person communication, at demonstrations, stalls and other events.

Do be:

Friendly

We should be inclusive and welcoming. We want to encourage supporters of Palestinian human rights to see PSC as their organisation; to join and help shape and support PSC's work. We are part of a mass movement. Our members and supporters are PSC's main voice and power.

In order to welcome new supporters and new members we need to ensure we have a welcoming and positive style of communicating – that makes them feel they can belong in our movement. This will help us to grow as a movement. So do try and use 'us', 'we' and 'our' in all appropriate pieces of communication.

Hopeful

We are an organisation campaigning for political change – not a humanitarian organisation. We are seeking a solution, not a sticking plaster. Anger and outrage are natural responses that may feature in our campaigning as appropriate, but these should wherever possible direct people towards achieving change through political action. We should include a hopeful and positive element of our message where possible. When describing tragic events, we need to put forward the view that this is not an unalterable situation and that an alternative of peace and justice are achievable aims. Things may be bad now but the Solidarity Movement has a hugely significant role to play in achieving change, supporting those on the ground working to achieve freedom, justice and equality

Professional

We maintain the highest standards of professionalism at all times.

This means we always:

- Ensure the highest levels of accuracy and provide references.

- Use agreed and trusted sources of information. This means we only share articles from trusted, legitimate sources. There are suggested sources listed in the guide.
- Use agreed terms consistently.
- Describe situations in objective and fair language.
- Treat others with respect.
- Always adhere to our values of equality and anti-racism.

Compassionate

We are campaigning for peace and justice. We value all lives and campaign within a culture of respect, compassion, and belief in equality.

We will seek to personalise people's stories, and to provide a human narrative. We will seek to link the individual story to wider events and context.

We will be respectful about lives lost, whoever they are. All our written communications must be factual and sound calm. Accountability and justice - not blame and revenge – are good ways to frame this. The use of sarcasm or irony is best avoided.

However, it is of course right and justified to express sadness, regret and outrage at unacceptable actions by the Israeli government and others that violate international law and human rights in their behaviour towards Palestinians.

Credible

All that we say should be factual and honest. We communicate clearly and concisely with our audiences and use facts to support our statements.

We will also express views and opinions consistent with PSC policy. These should be supported by the facts and evidence.

It is vital that we are accurate and that we source our information. UN OCHA oPts is our main source of statistics. All sources must be checked for accuracy (e.g., check with the original source where you find statistics in an article).

Where there are two figures (e.g., for the number of deaths following an incident) we will use the figures from the most internationally recognised, reliable source, rather than the higher figure.

Focused

We only comment on issues relating to Palestine and Palestinians – not unrelated issues. This of course does not mean we don't comment on broader issues or campaigns which are linked to the Palestinian cause. For example, PSC members and supporters took part in the Stop Trump national demonstration in 2018, highlighting how Trump's policies attack the rights of Palestinian people. This helps to mainstream the cause of Palestinian solidarity as a fundamental issue of peace, freedom and justice.

True to our values of equality and anti-racism

We are an anti-racist campaign, committed to equality.

We should positively promote the values of equality and human rights – which apply to everyone. We do not campaign for privilege but rather for equality and justice. Whilst our campaign is to support the rights of the Palestinian people, we value the lives of everyone regardless of nationality, race or religion.

When considering the issue of apartheid we should refer to the legal definition of apartheid wherever possible.