# Handout

| **Title of activity** | Code of Ethics - rules or values? |
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## GENERAL FRAMEWORK
## UNIFIED CODE OF ETHICS FOR MEDIA PROFESSIONALS AND SOCIAL MEDIA INFLUENCERS

*Creating a unified Code of Ethics that combines elements from both journalism and social media requires careful consideration of the principles and values upheld by each field. Below is an example that attempts to integrate key aspects from both the journalism and social media Codes of Ethics.*

*This unified Code of Ethics aims to balance the foundational principles of journalism with the unique challenges and responsibilities associated with social media in the contemporary media landscape. Professionals adhering to this code contribute to a media ecosystem that promotes truth, accountability, and the public interest.*

*By adhering to this unified Code of Ethics, media professionals and social media influencers can contribute to the responsible and ethical dissemination of information in the digital age.*

*### Accuracy and Truthfulness*
*Media Professionals: Strive for accuracy, fairness, and truth in reporting. Verify information before dissemination and correct any errors promptly.*
*Social Media Influencers: Uphold honesty and accuracy in content creation. Fact-check information and correct any inaccuracies transparently.*

*### Independence and Impartiality.*
*Media Professionals: Maintain independence from outside influences, avoiding conflicts of interest. Present news and information without bias or partiality.*
*Social Media Influencers: Remain impartial and independent in opinions and endorsements. Disclose partnerships and sponsorships to maintain transparency.*

*### Respect for Privacy*
*Media Professionals: Respect individuals' privacy rights and avoid unnecessary intrusion. Seek consent before using personal information in reporting.*
*Social Media Influencers: Respect the privacy of individuals and obtain consent before featuring personal stories or information.*

*### Diversity and Inclusivity*
*Media Professionals: Represent diverse perspectives and voices. Avoid stereotypes and promote inclusivity in reporting.*
*Social Media Influencers: Celebrate diversity and inclusivity in content creation. Avoid promoting discriminatory views or behaviors.*

*### Accountability and Corrections*

*Media Professionals: Acknowledge and correct errors promptly. Be accountable for the impact of reporting on the public and individuals.*
*Social Media Influencers: Take responsibility for content and correct any misinformation. Acknowledge mistakes openly and make necessary corrections.*

### Transparency
*Media Professionals: Be transparent about sources, methodologies, and potential conflicts of interest. Disclose affiliations that may influence reporting.*
*Social Media Influencers: Clearly disclose partnerships, sponsorships, and affiliations. Provide transparency about the creation process and any potential biases.*

### Avoid Sensationalism
*Media Professionals: Avoid sensationalizing news for the sake of gaining attention. Present information in a balanced and responsible manner.*
*Social Media Influencers: Refrain from creating sensationalized content that may mislead or exploit emotions. Prioritize responsible content creation.*

### Responsible Use of Technology
*Media Professionals: Use technology responsibly, respecting ethical standards. Avoid manipulation or distortion of information through digital means.*
*Social Media Influencers: Utilize technology ethically and responsibly. Avoid the use of misleading filters or editing techniques that may distort reality.*

### Community Engagement
*Media Professionals: Engage with the community, listen to feedback, and be responsive to audience concerns. Foster a sense of community through responsible journalism.*
*Social Media Influencers: Actively engage with followers, respond to comments, and consider the impact of content on the community. Foster positive online communities.*

### Integrity and Professionalism
*Media Professionals: Uphold the highest standards of integrity and professionalism. Avoid conflicts of interest and maintain the public's trust.*
*Social Media Influencers: Demonstrate integrity in all online activities. Uphold professional conduct and avoid engaging in activities that may compromise trust.*