POLICY 13

Communications, Media Consent and Brand

Published November 17, 2026

Purpose and scope

This policy governs official statements, public claims, stories, photographs, media and organizational accounts.

Publication approval and evidence

Assign approval authority for public statements, campaigns and media responses. Verify statistics, results, funding claims and partner acknowledgements. Describe government endorsement only with authorization.

Use the approved TBGN visual identity and obtain the necessary rights for third-party visuals, music or written material. Limit account administration to authorized people, require multifactor authentication and moderate public responses.

Consent and participant dignity

Obtain specific permission before publishing identifiable photos, videos or testimonials, with guardian permission where required. Explain how permission can be withdrawn where practicable. Offer anonymity without penalty and keep private cohort information off public channels.

AI-generated material

Identify materially AI-generated organizational material where relevant, fact-check it and obtain approval and any needed permissions before publication. Synthetic testimonials or fabricated impact images must never be presented as participant evidence.

Records and review

The responsible lead keeps the records needed to demonstrate implementation, including relevant approvals, training, checks, incidents and corrective actions. Review this policy at least annually and after a material incident, change in law or funding, or significant program expansion. Refer material changes to the authority designated by Potter's House.

Standards for AI-assisted work

Use approved tools for a defined learning or operational purpose. A person reviews AI-assisted work, checks substantive claims against reliable sources and decides what to use. Protect private information, disclose material AI use and provide an accessible alternative where needed. Record the purpose, tool and permissions, privacy checks, verification, incidents and follow-up.