

A QUICK GUIDE TO AMNESTY INTERNATIONAL USA POLICY DOS AND DON'TS

- We are not a peace group. We don't take "sides" in armed conflict, and we rarely speak to negotiations and cease-fires.
- We are not pro-democracy. We don't oppose or endorse any ideology or system of governance.
- We rarely – not never but rarely – take a position on sanctions, and do not call for boycotts.
- We are not a humanitarian relief org, but we can and do take stands on violations of international human rights and humanitarian law related to humanitarian crisis.
- We don't call for regime change.
- Don't have people confuse us with USG; we represent a global human rights movement.
- Empower the activist. It's their story and life, not ours. They are not voiceless, and we never speak **for** them; we stand with them.
- Avoid comparing countries, or categorizing some human rights abuses as worse or more important than others.
- Watch the imagery and language: avoid exploiting suffering, or using imagery that feeds into stereotypes or portrays individuals at risk as helpless. Photos should be truthful, accurate and respectful. Avoid political terms.
- One Amnesty – Speak as an international organization united – think about how what you post or say here in the U.S. about the situation in another country might impact Amnesty members and staff in that country.