



ETHICAL STORYTELLING GUIDELINES

P

PROTECTION OF OUR PEARLS, THEIR FAMILIES, AND THEIR COMMUNITY

Shape stories to maintain the dignity and humility of those we are representing. Ask yourself - *"Would I be okay if I or my community was being represented this way?"* Remember that dignity is fundamental, even more so when suffering is involved. Each community and Ghana as a whole should be shown in a positive light. *Constituent first, donor second.*

E

ETHICAL STORY SOURCING AND SHARING

Respect, don't exploit, privacy to ensure the dignity of and safety of story subjects. This involves communicating to the subject how their story will be used. Each voice should feel empowered rather than exploited, *their story told rather than used.* We must be clear to the Pearls and their families that they do not owe us their story and give them the freedom to decline sharing.

A

AVOID OVER-DRAMATIZATION, STEREOTYPING, OR SIMPLIFYING

Even if it makes a story more persuasive, avoid morphing an individual's story into something it is not. This will require *awareness and consideration* from The Pearl House. Using someone, like a local, that is familiar with the culture and area would be helpful in identifying situations that are being represented poorly.

R

REMEMBER CONSENT IN IDENTIFICATION

All those being portrayed through The Pearl House's social media or video materials should be asked if they are *comfortable sharing* their personal story, being named, and having their image displayed. This is done through written consent forms (i.e. registration forms at PHA).

L

LOOK FOR ADVICE IN GRAY-AREA SITUATIONS

Oftentimes, there will be difficult decisions to make while telling sensitive stories. It is helpful to seek the opinion of leaders within The Pearl House or other leaders with the lens of ethicality. *Remember that sometimes it is better not to share.*

S

SHAPE STORIES AS A CALL TO ACTION

The stories we are sharing should be pathways to action, *with a specific and doable call to action* ending each one. Think about what the goal is of sharing this piece of media and if what we are sharing meets that goal.

IT'S IMPORTANT TO US AT THE PEARL HOUSE TO REMEMBER THAT THE PEARLS ARE NOT A BRAND, THEY ARE PEOPLE. AND THEIR STORIES ARE THEIR OWN. WE TELL THEIR STORIES AS A TESTIMONY OF WHAT GOD IS DOING IN THEIR LIVES, THE LIVES OF OTHERS, AND IN THEIR COMMUNITIES. WE AIM TO BRING LIGHT TO THEIR SITUATIONS AND RAISE AWARENESS ABOUT THE HOPE THAT IS SURFACING.

TYPES OF STORIES THE PEARL HOUSE IS TELLING:

→ FOCUS

stories allow people to understand the mission, vision, and current work of The Pearl House

→ FOUNDING

stories highlight how The Pearl House was formed and those involved in the process

→ FUTURE

stories describe the future vision of The Pearl House, what we hope to achieve, and how we need help accomplishing that goal

→ IMPACT

stories are testimonials that showcase the influence and impact The Pearl House is making in individuals, in the community, and in the world

→ PEOPLE

stories are about staff, volunteers, donors, or individuals within The Pearl House and how our organization has changed them

→ STRENGTH

stories highlight the capabilities of The Pearl House and the programs that further our mission

