Stick to the truth

AVOID RUMORS

Don't spread false information. Always check if the information is correct before sharing it, and always present your sources to your audience.

VERIFY SOURCES

Be cautious about what you publish. Not every opinion is worth being mentioned in a journalistic article.

SEPERATE OPINIONS AND FACTS

Clearly distinguish between opinions and facts in your content.

PRESENT DIFFERENT PERSPECTIVES

Always seek to highlight several different perspectives in your news stories. If someone is criticised, make sure they have a chance to respond.

KEEP HEADLINES HONEST

Ensure that the content delivers what is promised in the headline, whether it's in text, film, or a podcast.

NO ADVERTS

Don't publish articles with the sole purpose of promoting a person, brand or organisation, or to benefit them financially.

AVOID USING ANONYMOUS SOURCES

Never use anonymous sources unless the story's value to the public outweighs the risk and the story cannot be told any other way.

Respect the integrity of others

AVOID HARMFUL CONTENT

Don't post anything you wouldn't want others to spread about you. Exceptions exist for public figures like politicians.

BE CAREFUL WITH UNDERAGE SOURCES

Avoid publishing details that could potentially cause harm to underage people.

SEEK CONSENT FOR IMAGES

Always ask for permission before featuring someone in a picture or video, unless you are in a public place with many people.

AVOID SENSITIVE DETAILS

Don't highlight sexual orientation, religious identity or ethnic origin unless relevant to the context.
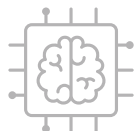
REVIEW QUOTES WITH INTERVIEWEES

Let interviewees check their quotes and make corrections if needed. That doesn't mean they can significantly change the content in their initial answer.

HANDLE SENSITIVE EVENTS WITH CARE

Show compassion during accidents or other events where people have been physically or emotionally hurt. Avoid interviewing shocked individuals or photographing injured people.

BE TRANSPARENT ABOUT THE USE OF AI-GENERATED MEDIA

Disclose any use of AI-generated content. AI can't replace you doing original research, interviewing and fact-checking everything you publish.

Protect copyright

USE AUTHORISED IMAGES

Only publish images, videos and sounds you are sure you are allowed to use, and if you have permission, make sure you credit the author. Even better, use your own content!

AVOID PLAGIARISM

If you use information published by another media outlet, you must indicate that clearly.