

Guidelines regarding the use of content available on Social Media

NBDSA has observed that the Broadcasters/Digital News Publishers are using content and information widely circulated on social media as sources for their broadcasts/publications. While social media can be instrumental in gathering and reporting information, it also carries the risk of spreading distorted information, misinformation, fake news and AI-generated content, including deepfakes. Any information/news gathered from social media must be used only in strict adherence to the principles enshrined in the Code of Conduct. Therefore, it is deemed appropriate to issue the following guidelines to the Members of NBDA:

In addition to the Guidelines already in existence, Broadcasters and Digital News Publishers should ensure adherence to the following standards while using content available on social media:

1. All information, images and/or videos gathered from social media must be verified by the Member to be accurate before broadcasting/publishing.
2. Wherever possible, all such information, images and/or videos should be corroborated by on-ground reporting and from other reliable sources, such as eyewitness testimonies, police and government official accounts.
3. As far as feasible, the authenticity of the images and/or videos should be fact-checked for distortion/manipulation and/or for being AI-generated.
4. Content should not be presented out of context as reporting information, images and videos, which, although authentic, but out of context may lead to misinformation.
5. Furthermore, any use of content on social media while reporting any news relating to any military operation, armed conflict, internal disturbance, communal violence, public disorder, crime and other similar situations should be tested on the touchstone of "public interest" AND "accuracy".
6. Merely disclaiming that the image or video is circulating on social media and that its authenticity cannot be verified will not absolve the Member of their responsibilities under the Code of Conduct.

NBDSA has decided that the aforementioned Guidelines should be circulated amongst the Members and Editors of NBDA for strict compliance.

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