INVESTIGATING THE SOCIAL MEDIA REPRESENTATION OF DISADVANTAGED GROUPS BY LOCAL AND INTERNATIONAL NGOs IN THE SYRIAN HUMANITARIAN CRISIS: A MIXED METHODS STUDY

**2022
MASTER THESIS
COMMUNICATION (INTERDISCIPLINARY)**

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KARABUK

July 2022

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THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by MOUSTAFA SHIKHO titled "Investigating The Social Media Representation of Disadvantaged Groups By Local and International NGOs in The Syrian Humanitarian Crisis: A Mixed Methods Study." is fully adequate in scope and in quality as a thesis for the degree of Master of Communication (Interdisciplinary).

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This thesis is accepted by the examining committee with a unanimous vote in the Department of Communication (Interdisciplinary) as a Master Degree thesis. 29. July. 2022

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The degree of Master of Communication (Interdisciplinary) by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabük University.

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DECLARATION

I hereby declare that this thesis is the result of my own work, and all information included has been obtained and expounded in accordance with the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

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FOREWORD

With the consolidation of my work in humanitarian advocacy, media, and communications, the thesis subject started to emerge in my imagination. Throughout my nearly ten years of specialization and experience in this field, I've realized that it's critical to leave a mark that sheds light on the most pressing concerns and urgent problems affecting Syrian society in the aftermath of the conflict. The Syrian people – including institutions- need genuine advocacy on a variety of issues, one of them is an in-depth examination of the situation of vulnerable groups' representation on social media. Since the early years of the conflict, humanitarian organizations, particularly local NGOs, have done their best to serve the local communities.

Personal photo from the humanitarian media fieldwork in northwest Syria Nov-2014. Photographer: Adnan Saeed.

It is time to have a scientific and professional investigation on this topic in a way that discusses the surrounding conditions, causes, consequences, results, suggestions, and gaps levels. Converting all of this into a key step with the goal of establishing a

unified, accessible and thriving society in which the system of rights and responsibilities are equal, also sufferings and efforts are respected. I began consulting my direct advisor Assoc Prof. Sırma Oya TEKVAR, on this subject at the head of the second year of my master's studies at the Karabük University. She -without any minimum of hesitation- assisted and supported me in scientifically formulating the idea through periodic technical sessions until the initial document is submitted to the esteemed Higher Institute Presidency. Starting from researching hundreds of primary and secondary sources, observing social media and mass media, to the opinions of society, the technical people of those working in the field of advocacy, media and communications, and the protection experts with the recent history of Syrian humanitarian crisis, in addition to reviewing the professional rules, regulations, international policies and laws by diving into their details using technical comparison tools and the supporting programs in analysing the data, the results and recommendations mentioned in the previous research were drawn. During, this process my advisor was kept up to date and provided me with the full support in every version and stage that was completed.

<div align="center">Mrs. SIRMA, THANK YOU SO MUCH.</div>

I would like to dedicate this work to my dear parents and brother, who I've lost him with my father in the Syrian revolution path. I would like to extend a special letter of gratitude and thankfulness to all those who stood with me, especially my wife, daughter, and all family members enduring so long the trouble of concentrating with me on this research process. I really appreciate and thank the Hand in Hand for Aid and Development (HIHFAD) organisation represented by Mr Fadi Al-Dairi and the Monitoring, Evaluation, Accountability and Learning (MEAL) Department for the precious support at many stages. I also would like to thank all the NGOs, and experienced people whom contributed to this research for their valuable participation and worthwhile time invested.

<div align="center">DEAR ALL, REALLY THANKS!</div>

ABSTRACT

This thesis examines the rights of disadvantaged groups during humanitarian crises from the media safeguarding perspective, investigating how the international and local non-governmental organizations I/NGOs represent the war-affected Syrian people on social media. The mixed method study conducted an observation of 20 local mass media reports, and the social media performance of 30 NGOs in the eyes of humanitarian standards and principles, followed by a comparative analysis of multi-level NGOs using the in-depth interviews approach. Additionally, 686 community people in the northwest of Syria NWS were surveyed through face-to-face and online methods to measure the satisfaction with their media representation by NGOs. Moreover, an online survey was conducted with 30 advocacy, media, and communications workers AMC in Türkiye and Syria.

The findings display that local media are keeping an eye out for any violations and documenting such incidents, which directly influence the reputation of humanitarian responders. The quality of NGOs' social media performance varies according to years of experience and genuine desire to develop. However, the AMC workers acknowledge the issue and think that most of the violations are unintentional, while more than a quarter of them confirm the deliberate use of this behavior. Even though the society does not differentiate between NGOs levels or individuals' support; three-quarters of them feel that humanitarian agencies have acceptance in the area. Roughly half of the participants are satisfied with their social media representation although they are unaware of their media rights. In contrast, the other half is completely split between dissatisfaction and unwillingness to share their opinions which shows that regaining the community's trust will take time and need effort, and also that these NGOs have much to do to overcome the issue.

Keywords: Syrian Crisis; Non-Governmental Organizations; Social Media Representations; Community Rights; Media Safeguarding; Humanitarian Response; Disadvantaged Groups Rights

ÖZ (ABSTRACT IN TURKISH)

Bu tez, insani krizler sırasında dezavantajlı grupların haklarını medya koruma perspektifinden inceleyerek, uluslararası ve yerel sivil toplum kuruluşları STK'larının savaştan etkilenen Suriyelileri sosyal medyada nasıl temsil ettiğini araştırmaktadır. Karma yöntem çalışması, 20 yerel kitle iletişim aracı raporunun ve 30 STK'nın insani standartlar ve ilkeler gözünde sosyal medya performansının bir gözlemini ve ardından derinlemesine mülakatlar yaklaşımını kullanarak çok düzeyli STK'ların karşılaştırmalı bir analizini gerçekleştirdi. Ek olarak, Suriye kuzeybatısındaki 686 topluluk insanı ile STK'lar tarafından medya temsillerinden memnuniyetlerini ölçmek için yüz yüze ve çevrimiçi yöntemlerle anket yapıldı. Ayrıca Türkiye ve Suriye'de 30 savunuculuk, medya ve iletişim çalışanı AMC ile çevrimiçi bir anket yapılmıştır..

Bulgular, yerel medyanın meydana gelen ihlallere dikkat ettiğini ve insani yardım kuruluşların itibarını doğrudan etkileyen bu tür olayları belgelediğini gösteriyor. STK'ların sosyal medya performansının kalitesi, yılların deneyimine ve gerçek gelişme arzusuna göre değişmektedir. Ancak, AMC çalışanları sorunu kabul ediyor ve ihlallerin çoğunun kasıtsız olduğunu düşünürken, dörtte birinden fazlası bu davranışın kasıtlı olarak kullanıldığını onaylıyor. Toplum, STK düzeyleri veya bireylerin desteği arasında ayrım yapmasa da; dörtte üçü insani yardım kuruluşlarının bölgede kabul gördüğünü düşünüyor. Katılımcıların yaklaşık yarısı medya haklarından habersiz olmalarına rağmen sosyal medya temsillerinden memnundur. Diğer yarısı ise memnuniyetsizlik ve görüşlerini paylaşma isteksizliği arasında tamamen bölünmüş durumda, bu da toplumun güvenini yeniden kazanmanın zaman alacağını ve çaba gerektireceğini, STK'ların sorunu aşmak için yapacak çok işi olduğunu gösteriyor.

Anahtar Kelimeler: Suriye Krizi; Sivil Toplum Kuruluşları; Sosyal Medya Temsilciliği; Topluluk Hakları; Medya Korunması; İnsani Müdahale; Dezavantajlı Grupların Hakları

ARCHIVE RECORD INFORMATION

Title of the Thesis	Investigating The Social Media Representation of Disadvantaged Groups By Local and International NGOs in The Syrian Humanitarian Crisis: A Mixed Methods Study
Author of the Thesis	Moustafa SHIKHO
Supervisor of the Thesis	Dr.Öğr.Üyesi Sırma Oya TEKVAR
Status of the Thesis	Master's Degree
Date of the Thesis	29/07/2022
Field of the Thesis	Communication (Interdisciplinary)
Place of the Thesis	KBU/LEE
Total Page Number	194
Keywords	Syrian Crisis; Non-Governmental Organizations; Social Media Representations; Community Rights; Media Safeguarding; Humanitarian Response; Disadvantaged Groups Rights

ARŞİV KAYIT BİLGİLERİ (in Turkish)

Tezin Adı	Suriye İnsani Krizinde Yerel ve Uluslararası STK'lar Tarafından Dezavantajlı Grupların Sosyal Medya Temsillerinin İncelenmesi: Karma Yöntemler Çalışması
Tezin Yazarı	Moustafa SHIKHO
Tezin Danışmanı	Dr.Öğr.Üyesi Sırma Oya TEKVAR
Tezin Derecesi	Yüksek Lisans
Tezin Tarihi	29/07/2022
Tezin Alanı	İletişim (Disiplinlerarası)
Tezin Yeri	KBU/LEE
Tezin Sayfa Sayısı	194
Anahtar Kelimeler	Suriye Krizi; Sivil Toplum Kuruluşları; Sosyal Medya Temsilciliği; Topluluk Hakları; Medya Korunması; İnsani Müdahale; Dezavantajlı Grupların Hakları

ABBREVIATIONS

AAP   **:** Accountability to Affected Populations.

AMC   **:** Advocacy, Media, and Communications.

AFAD   **:** Turkish Disaster and Emergency Management Presidency.

BPH   **:** Brussels Privacy Hub.

CDAC   **:** Communication with Disaster Affected Communities.

CIMA   **:** Central for International Media Assistance.

CAAC   **:** The UN Secretary-General for Children and Armed Conflict.

CHS   **:** Core Humanitarian Standard on Quality and Accountability.

CRC   **:** The Convention on the Child Rights.

CSOs   **:** Civil Society Organizations.

CSP   **:** Child Safeguarding Policy.

CSW   **:** Commission on the Status of Women.

CPAoR   **:** Child Protection Area of Responsibility.

DFID   **:** UK Department for International Development.

EISF   **:** European Interagency Security Forum.

EIGE   **:** European Institute for Gender Equality.

EU   **:** European Union.

GPC   **:** Global Protection Cluster.

GBV   : Gender Based Violence.

GIK   **:** Gifts In-Kind.

GIZ   **:** The Deutsche Gesellschaft für Internationale Zusammenarbeit.

GONGOs **:** Government Organized Non-Governmental Organizations.

GPI   **:** Global Peace Index.

HIA   **:** Humanitarian Initiative Association

HIHFAD : Hand in Hand for Aid and Development.

HLG : Humanitarian Liaison Group.

HNO : Humanitarian Needs Overview.

HRC : Human Rights Council.

HRO : Hope Revival Organization

HNRN : Humanitarian News Research Network.

IASC : Inter Agency Standing Committee.

ICIL : Internews Centre for Innovation and Learning.

ICRC : International Committee of the Red-Cross.

IDMC : Internal Displacement Monitoring Centre.

IDP : Internally Displaced People

IE : Internews Europe.

IFRC : International Federation of Red Cross and Red Crescent.

IHL : International Humanitarian Law.

IM : Instant Messaging

INGOs : International Non-Governmental Organizations.

IOM : International Organization for Migration.

IRRC : International Review of the Red-Cross.

KVKK : Turkish Personal Data Protection Law.

4KD : Knowledge, Evidence, and Learning for Development.

MCIC : Macedonian Center for International Cooperation.

NCD : Non-Communicable Diseases.

NGOs : Non-Governmental Organizations.

NWS : North West of Syria.

OCHA : UN Office for the Coordination of Humanitarian Affairs.

OECD : Organization for Economic Co-operation and Development.

PWDs : Persons With Disabilities.

SACD : Syrian Association for Citizens' Dignity.

SAMS : Syrian American Medical Society.

SEA : Sexual Exploitation and Abuse.

SCI : Save the Children International.

SCIE : Social Care Institute for Excellence.

SCO : SAMS Community Outreach.

SDC : Syrian Dialogue Centre.

SIRF : Syria INGO Regional Forum

SPC : Syria Protection Cluster.

SRD : Syrian Relief & Development.

SSG : Strategic Steering Group.

THIF : Terre des Hommes International Federation.

UN : United Nations.

UNAP : United Nations Assessment Programme.

UNICEF : United Nations Children's Fund.

UNHCR : United Nations High Commissioner for Refugees.

UNGAR : United Nations General Assembly Resolution

USAID : United States Agency for International Development.

USIP : United States Institute of Peace.

WaSH : Water, Sanitation and Hygiene.

WHH : Welthungerhilfe.

WHO : World Health Organization.

WFD : Westminster Foundation for Democracy.

WVI : World Vision International.

SUBJECT OF THE RESEARCH

This research examines the rights of disadvantaged groups during humanitarian crises from the social media representation perspective, particularly women, children, and persons with disabilities taking the Syrian crisis as an example. How do I/NGOs proceed with their media relations and to what extent provide media safeguarding and commit to global policies and standards for served communities?.

PURPOSE AND IMPORTANCE OF THE RESEARCH

This research investigates how people affected by crisis in Syria northwest, particularly women, children, and persons with disabilities, are represented. Their rights are protected within the framework of social media policies through content usage in the humanitarian response, in addition to the violations of media policies on the field and internet levels by some humanitarian organizations, as well as the advocacy, media and communications (AMC) workers within the social media representation; what are the causes and consequences that lead to this? What techniques, tools, conditions, and mechanisms should be followed before obtaining and sharing media materials? Furthermore, what are the findings, recommendations, suggestions, and the proper publishing process from public relations? How disadvantaged groups' rights and privacy could fully protect on social media? It's conducted a qualitative comparison in media and communication relations that relevant to local and international non-governmental organizations (NGOs) to find out the differences between the two parties in terms of policies governing, media work, and aspects that need to be developed, measuring the level of experience and ability, also how to work in the field and online.

The adoption of new media in the public relations and development communication practices of aid organizations and their beneficiary publics in under-developed contexts brings new uses and effects dynamic to communication scholarship. While there is evidence that the use of new media has offered outlets for NGOs to increase their fundraising, advocacy reach, and recruitment of volunteers, there is

somewhat less scholarly material to suggest that the implications of NGO-beneficiary interactions using new media have been studied (Peel, 2017).

This thesis has significant value and importance because it is advocating for vulnerable people's rights and shed light on the need to improve areas of NGOs' work, on how to protect the mental image and reputation instead of creating more pressure and negative psychosocial impact on the suffering disadvantaged groups in humanitarian crises. The main work was on how local NGOs and International NGOs (INGOs) carry out their media, communication, and fundraising activities starting from the field, side by side with the emergency response, how they publish, its factors, how they communicate with them and commit to transparency?.

Passing through the information sharing, the use of informed consent, video and written interviews, photographs, then which mechanisms and techniques followed to publish these media materials on social media, their purposes, negative and positive effects have been examined.

METHOD OF THE RESEARCH

This research was conducted to investigate the social media performance of local and international NGOs in terms of war-affected Syrian community representation, and to determine how they provide media safeguarding for served people. This research has made a qualitative and quantitative comparison among local and international non-governmental organizations in Syria northwest on social media performance and community relations. Sample organizations and charities from each group have been compared based on the survey and in-depth interviews mechanisms, including the NGOs' media capabilities, experiences, policies, weaknesses, and strengths, their view of mistakes in this area, suggestions to improve humanitarian media studies, and plans for development strategies in this regard.

The Research respects the confidentiality of participating institutions in terms of not being named or mentioned. The main objective of both comparisons, in terms of quality and quantity, is to conduct a clear and well investigation of the hypotheses that

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centered around the proven connection between committing media breaches and the organization's years of experience. While the inappropriate social media publishing has a negative impact on socially disadvantaged populations, the well-produced media content has a role in facilitating an advocacy for vulnerable populations, therefore, the more policies an organization adopts and instructs its staff on, the fewer violations it will commit, where the accountability system supports this approach and maintaining community trust.

The hypotheses indicate that the more the public's understanding of its media rights, the field will be available to apply personal data protection laws for aid institutions. Subsequently, the hypotheses test to what extent the society is affected by this issue, to come up with accurate results and direct recommendations. This required in-depth and numerical research in every segment that is relevant to the topic, whether from institutions or societies. This research relied on quantitative and qualitative comparison on two levels. Where there was a direct comparison in level one between 30 local and international organizations divided into three groups (A, B, C). This comparison was applied through three tools, an external observation of published media reports about this kind of incident, the humanitarian institutions' performance on social media platforms and their relations with the Syrian community, secondly a direct communication with an organisation from each group by conducting an in-depth interview on the adopted hypotheses.

Thirdly, a direct survey was conducted with Advocacy, Media, and Communications AMC workers in the region on how the Syrian community was represented on social media by I/NGOs. In level 2, the research method was to directly target the Syrian community on this issue in a literary way. For the first time, this research gave the affected people by the Syrian war the opportunity to express their impressions and get their voice heard through online and face-to-face surveys that were conducted to examine the level of societies' (mainly disadvantaged groups) satisfaction with their media representation by humanitarian institutions in Syria northwest. This gives the research a unique literary value that rarely and may not be found elsewhere. This comprehensive study is a real demand at the present time, which can be applied to more societies and adopts the recommendations that it came out within other conflict areas.

In conducting the surveys, the research relied on two software (Microsoft Forms, Kobo). Questions were asked to the surveyed people in Arabic to ensure full input was obtained and then translated into English, with the exception of some in-depth interviews with organizations advanced in terms of capabilities, the language of communication was English. The data were analysed using Excel, from Microsoft system applications, using a number of techniques and means to obtain accurate results.

In this mixed methods study, a survey was used to collect data from participants and percentages were calculated in the analysis of quantitative data. In the analysis of qualitative data, descriptive analysis was used to analyze the qualitative data at which were obtained from interviews and social/media reports.

Figure 1: the chart that displays the entire research methodology and process.
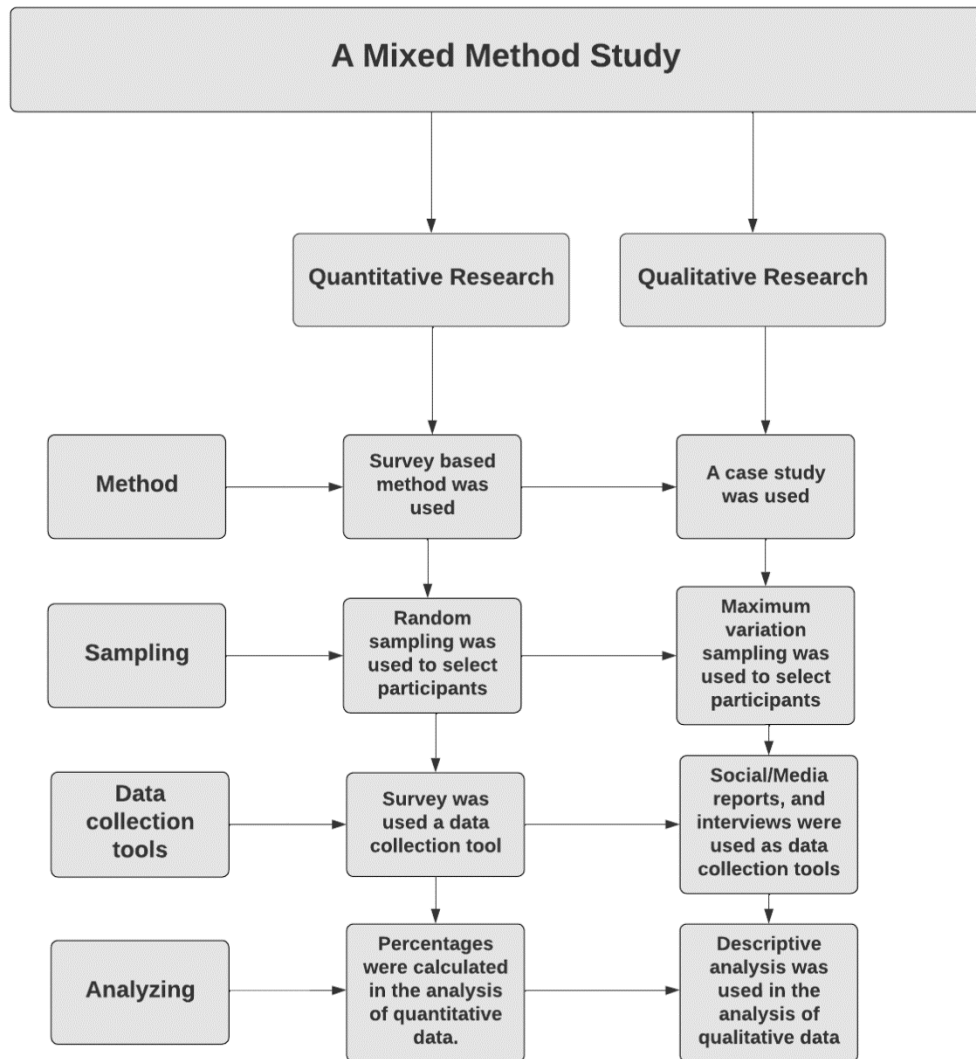
POPULATION AND SAMPLE

To reach the target groups, the maximum variation sampling is used to select participants before employing the external observation, surveys and in-depth interviews.

A. Group A (local NGOs)

1. It has already been established for between 1-5 years.
2. A local (organization, charity, volunteering groups) whether from the same country or a branch of a local organization in another country.
3. Has social media accounts and media activities (at least Facebook).
4. It operates directly in the humanitarian crisis of Syria.
5. Provide service to any segment of the community.

B. Group B (Local NGOs)

1. It has already been established for between at least 5 to 10 years.
2. A local (organization, charity, volunteering group) whether from the same country or a branch of an International/local organization in another country.
3. It has many social media accounts, media presence, advocacy at many levels and fundraising campaigns.
4. It operates directly in humanitarian crisis of Syria.
5. Provide services to all community segments and specifically to women, children or PWDs.

C. Group C (International NGOs)

1. It has already been established in 10 years and above.
2. An international organization or charity whether from the same country or a branch of an International/ local organization in another country.

3. Provides services to all community segments and specifically to women, children or PWDs
4. It has many social media accounts, media activities, advocacy and fundraising.
5. Applying capacity building programmes for local NGOs and have developed its own policies.

D. Advocacy, Media and Communication Workers

1. Working in a Local NGO or INGO.
2. Currently or recently worked in this field in Syria contest.
3. Involved in the advocacy, media and communications working groups in Türkiye or Syria northwest directly with the disadvantaged groups.

E. Crisis Affected Community (Disadvantaged Groups)

1. Syrian people affected by the crisis (Hosts or IDPs).
2. Part of them are disadvantaged people (PWDs, Women, etc.).
3. All participants above 18 years old.
4. For children, the segment should be represented by (Parents/guardians of children).
5. Have access to social media platforms.

SCOPE AND LIMITATIONS / DIFFICULTIES

This research is limited to addressing the issue of the social media representation of the Syrian society affected by the war in the northwest region by non-governmental organizations during the provision of services and humanitarian response. The study examines the reports issued by local Syrian mass media about the performance of associations and non-governmental organizations on social media platforms, whether by television channels, news websites, press agencies, radios, or well-known activists and researchers. In addition to that, an investigation of incidents related to any media violation at all levels by individuals or institutions and its effects on the individual, family or society and NGOs. Observing the performance of NGOs on social media was conducted in this study according to many criteria and considerations in order to investigate the available expertise, the volume of work and responsibilities, the repercussions of the issue with the different level of capability levels and how these local and international NGOs address it by observing 30 associations and organizations' social media accounts, also conducting in-depth technical interviews with three NGOs that match the adopted criteria of groups.

Moreover, for the first time, the research scope has expanded to include both the Syrian community and advocacy, media, communications and protection specialists, not just humanitarian responders. However, the opinion of the two parties was surveyed in detail, and the issue was discussed in terms of its causes, results, limits, effects, proposed solution, impacted vulnerable groups and other sensitive points. Thus, the research sought to make a wide-ranging examination and not judge from one side's perspective. While the theoretical aspect resulting from this research is considered one of the richest sources gathered on humanitarian media, as it clearly explains the standards and mechanism of media and communications work based on international sources, methods, and laws, according to which the performance of NGOs was measured in the methodology and findings section.

The most important challenge was to find a logical sorting for this considerable number of humanitarian institutions operating in north-western Syria. The sorting of NGOs according to years of experience and the desire to develop the quality of

humanitarian services helped a lot in identifying shortcomings, the need for development and support to avoid such incidents against served community. Also, finding the resources related to this topic was a bit difficult, given that all the references centred around other regions of the world or deal with humanitarian media from the perspective of mass and press media more than the humanitarian aspect, its impact on society and does not focus mainly on the performance of non-governmental organizations in the social media sufficiently.

Addressing this issue is considered extremely sensitive, for this reason, the names of organizations or participants in this research were not declared but were satisfied with dividing them into groups and then making a qualitative comparison with three organizations that agreed to contribute to reflecting their performance in this field scientifically. Finding a newly established non-governmental organization or association that falls under the group (A) was one of the main challenges that take time in the study process given that the NGO in its early stages is more cautious and a bit hesitant to share its capabilities and involve it in comparison, this is a matter of thanks and appreciation to all participating NGOs. Since the research is limited to these areas, it is recommended to conduct more in-depth studies on the community and the effects of these behaviours and incidents on the vulnerable people (women, children and PWDs), how to carry out reform in this regard, bring about a rapprochement between the custodial community and humanitarian service responders, especially local organizations, given the existence of joint issue, and a national, ethical and religious duty between the two parties.

1. THEORETICAL FRAMEWORK

1.1. Definitions

1.1.1. Communication

The process of transmitting ideas and information about the nature of your organization and the issues it deals with. An ongoing, core activity that is key to sustaining an organization (USAID, 2018).

1.1.2. Marketing

The overall processes and activities that contribute to your organization's public image that, when developed effectively—and reinforced by the excellent work of your staff—helps earn the trust and confidence of beneficiaries, local leaders and donors (USAID, 2018).

1.1.3. Promotion

A tactic other than paid advertising (for example, special events, posters, T-shirts, flyers) used by a marketer (for example, a civil society organization CSO) to increase the awareness of a product, service or idea among specific target audiences (USAID, 2018).

1.1.4. Media Content

The information and experiences; directed at an end-user or audience in publishing, art, and communication. Content is delivered via different media including, the Internet, cinema, television, radio, smartphones, audio Compact disk CDs, books, e-books, magazines, and live events. Live events include speeches, conferences, and stage performances. These mediums are considered a "social object" where discussions occur and help people interact with others. An extension to how people communicate and relate to one another when it comes to the content they come across. Content within media focuses on the audience's attention and is receptive to the content. Circulation brings the content to everyone and helps spread it to reach large audiences. It is a process in which everyone who encounters any type of content will go through a cycle where they meet the scope, interpret it, and continues to share it with other people (Wikipedia, 2021).

1.1.5. Social Media

Are interactive technologies that facilitate creating and sharing information, ideas, interests, and other forms of expression through virtual communities and networks (Wikipedia, 2021).

1.1.6. Stakeholder

Anyone, individual or group, that has an interest in a CSO and is affected by it. This usually includes people directly involved, such as Board members, people you serve, donors or foundations that give you grants. Other individuals or groups can also be stakeholders, even indirectly involved, such as vendors to purchase supplies or services (USAID, 2018).

1.1.7. Humanitarian Crisis

A sudden issue or problem that reaches a critical turning point, while the long-term causes and continuous crises invariably exacerbate and contribute to the massive suffering by making communities more vulnerable and disadvantaged (Internews Centre for Innovation and Learning ICIL, 2014).

1.1.8. Humanitarian Response

An immediate, organized movement to provide emergency assistance to communities impacted by a crisis. This action may include food response, healthcare, shelter, education etc. However, the humanitarian response almost involves the global and local sectors, including the United Nations, donor governments, non-government organizations and others (ICIL, 2014).

1.1.9. Humanitarian Organization

An association that acts in accordance with its mandate and mission to provide aid assistance with the aim of alleviating people's suffering, saving their lives, and protecting human dignity during Crisis Emergencies (Kuner & Marelli 2020).

1.1.10. Vulnerability

Where humanitarian crisis challenges and development issues overlap, it is a critical concept of being easily impacted or hurt, mainly when reporting on a humanitarian cause and response, often partly or primarily created because of the long-

term issues, including poverty and other reasons (Save the Children International, SCI 2020).

1.1.11. Public Communication

Dialogue in the public sphere to deliver a message to a specific audience. Speaking events, newspaper editorials, advertisements, email, and social media are a few forms of public communication (SCI, 2020).

1.1.12. Safeguarding

Protecting an adult's right to live in safety, free from abuse and neglect. It is about people and organizations working together to prevent and stop both the risks and experience of abuse or neglect, while at the same time making sure that the adult's wellbeing is promoted including, where appropriate, having regard to their views, wishes, feelings and beliefs in deciding on any action. This must recognize that adults sometimes have complex interpersonal relationships and may be ambivalent, unclear, or unrealistic about their circumstances (Social Care Institute for Excellence SCIE, 2020).

1.1.13. Child Safeguarding

All the actions an agency takes to keep all children they come into contact with safe – and includes the proactive measures put in place to ensure children do not come to harm as a result of any direct or indirect contact with the company. Child safeguarding encompasses the prevention of physical, sexual and emotional abuse, neglect, and maltreatment of children by employees and other persons whom the company is responsible for, including contractors, business partners, visitors to premises and volunteers (United Nations Children's Fund UNICEF, 2018).

1.1.14. Risk

An uncertain event or condition that, if it occurs, has a positive or negative effect on objectives (UNHCR, 2021).

1.1.15. Protection

All activities aimed at obtaining full respect for the individual's rights in accordance with the letter and spirit of international law, i.e., international human rights law, international humanitarian law, and refugee law (UNHCR, 2021).

1.1.16. Internally Displaced Person (IDP)

An individual who has been forced to flee from their home or place of habitual residence, "...in particular as a result of, or to avoid the effects of armed conflict, generalized violence, violations of human rights and natural or human-made disasters; and who have not crossed an internationally recognized state border" (UNHCR, 2021).

1.1.17. Refugee

Any person who, "owing to a well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion, is outside the country of his [or her] nationality and is unable or, owing to such fear, is unwilling to avail him [or her]self of the protection of that country; or who, not having a nationality and being outside the country of his [or her] former habitual residence as a result of such events, is unable or, owing to such fear, is unwilling to return to it." (UNHCR, 2021).

1.1.18. Personal Data

Any information that identifies or could be used to identify an individual, where a data subject is a natural person who may be directly or indirectly identified, for instance by reference to his/ her Personal Data (Kuner & Marelli 2020).

1.2. Civil Society Organizations in the Modern Era

1.2.1. What Is Civil Society?

Civil society is universally known as the space outside the family, market, and nation. "The EU defines the civil society as all social action forms implemented by individuals or groups who are neither connected to nor managed by, the nation." (p.4). Civil society includes a spectrum of actors with various purposes, constituencies, structures, degrees of organization, functions, size, resource levels, cultural contexts, ideologies, membership, geographical coverage, strategies, and approaches. Civil society has developed and extended since the term became popular in the 1980s. It now indicates a wide range of organized and organic groups, including NGOs, trade unions, social movements, grassroots organizations, online networks, communities, and faith groups. Civil society organizations (CSOs), groups, and networks differ by size, structure, and platform ranging from international non-governmental organizations and

mass social activities (e.g., The Arab Spring) to small, local organizations (e.g., Coalition of Jakarta Residents Opposing Water Privatization). Civil society has produced a positive social change in many places worldwide, according to Cooper (2018).

1.2.2. Civil Society Umbrella

Since the 1980s, the landscape of civil society has changed, so now scholars and practitioners distinguish between traditional and new, informal and formal, also structured and organic civil society actors (Cooper, 2018).

Categories of civil society actors involved:

a) CSOs, NGOs, and non-profit organizations with an organized structure or action are usually registered entities and groups.

b) Online groups and activities, including social media communities that can be "organized" but do not certainly have physical, legal, or financial structures.

c) Social movements of collective action and identity can be online or physical.

d) Faith-based foundations, communities, and religious leaders.

e) Labor unions and organizations representing workers.

f) Social business people employ innovative and market-oriented approaches for social and environmental results.

g) Grassroots societies at the local level.

h) Collaboratives that are owned and self-governed managed by their staff.

i) Youth clubs.

j) Independent radio, television, print, and electronic media

k) Neighborhood or community-based alliances.

l) Academic and research institutions.

m) Organizations of original people.

1.2.2.1. Organized Civil Society

CSOs include a wide range of entities, ranging from small non-profits in the local community to large international NGOs (INGOs). CSOs play a significant role in the development and political fields, and they are often referred to as such. CSOs have a

broad range of governance systems, but they are all free of the influence and supervision of the government. According to the Routledge Handbook of Entrepreneurship in Developing Economies which is a landmark volume that offers a uniquely comprehensive overview of entrepreneurship in developing countries, edited by Colin C. Williams, Anjula Gurtoo in 2016, NGOs, which are a prominent type of CSOs, across 40 states represent 2.2 trillion USD in operating expenditures and also employ an average of 54 million full-time workers, with a global volunteer workforce of over 350 Million people. In addition, there has been a rise in the quantity of CSOs in both developed and developing countries. CSOs have evolved into an integral component of the means of development on the ground, whether it be for the provision of services, the implementation of the projects supported by donors, or the participation in governance processes (Cooper, 2018).

1.2.2.2. Organic Civil Society

The concept of "new actors" refers to a diverse group of individuals, including social movements, internet activists, bloggers, and others. CIVICUS is a global coalition of CSOs, and activists dedicated to reinforcing citizen initiatives and civil society across the global. It defines CSO broadly to capture the vast level of actors, including NGOs, activists, civil society coalitions and networks, protest and social movements, voluntary groups, campaigning organizations, charities, faith-based groups, trade unions, and philanthropic foundations (Cooper, 2018).

1.2.2.3. Global, National and Local

A variety of players who operate on various levels make up civil society. For instance, Oxfam is a global NGO that works on a variety of topics, while Women for Change is a Zambian NGO that carries out capacity development initiatives in rural regions. INGOs are taking a more active role in global governance and political operations, including the creation of transnational policies, their implementation, assessment, and monitoring (Cooper, 2018).

The term "non-governmental organization" (NGO) refers to bodies that are titularly independent of government, voluntary in nature, and involved in the striving of a common good (e.g., human rights, gender equality, environmental protection). They work at various levels (local, national, international) in multiple manners. By the end of

the Cold War, NGOs have become the primary organizational form of CSOs. At this point, they communicate to achieve a range of objectives: Boost awareness of critical social issues, lobby political and business actors to alter their behaviors, raise funds, and promote their corporate brands (Powers, 2019).

NGOs may be segmented into many groups according to the services and programs they provide, some of which include but are not limited to humanitarian aid, human rights, development, democracy, peacebuilding, and environmental concerns. In addition, the NGOs are described as groups of individuals working toward charitable goals and being funded by voluntary contributions. Humanitarianism is defined as the desire to assist other people out of compassion. Since the beginning of mankind, people have been motivated to help those in need via acts of charity and generosity. During the early part of the nineteenth century, formal use of the word humanitarianism began. Early Egyptian residents followed a defined ethical code for social assistance, which led to the practice of charitable giving. It was also performed in India throughout the times of the Greek and Roman empires when the country was under Buddhist rule. All three major monotheistic religions—Judaism, Christianity, and Islam—have in some way endorsed and codified these behaviors as acceptable ways to praise God (Alhousseiny & Atar 2011).

1.2.3. Civil Society Roles and Values

Considerable efforts of academic and non-academic literature are connected to civil society and its functions, values, trends, and developments. The duties of CSOs include:

a) Service provider such as running schools and the provision of necessary services for community healthcare.

b) Advocate or campaigner representative raises awareness, gives a voice to the marginalized, and advocates for change, such as lobbying authorities or companies on indigenous' rights or the environment.

c) Watchdog activities include ensuring that governments comply with agreements on human rights.

d) Developing an active citizenship through methods such as encouraging civic participation at the neighborhood level and involvement in the government at the local, regional, and national levels.

e) Contributing to global governance systems, for instance, the World Bank's Climate Investment Funds is one way that CSOs could be engaged.

The role that civil society which plays in the development discussion is very significant. It makes it possible for communities to come together in exchange for taking collective action, which in turn mobilizes society to express demands and voice concerns on a local, national, and worldwide level. In addition, CSOs provide services such as education and medical care to their communities. Modifications in societal structures are an ongoing process. They are shaped by events on a global scale, as well as creative and innovative technology and economic advancements. CSOs provide a way to demonstrate in this process in a fruitful manner, monitor new developments, and collaborate with other organizations that are dedicated to serving the public interest:

a) Social accountability: Demand accountability for the activities taken or not taken by companies, faith-based organizations, and other groups. In social responsibility, openness and honesty are highly valued, and it is ensured that everyone, from government officials to students in local schools, adheres to the same set of laws.

b) Empowering communities: CSOs give voice to society's disorganized, voiceless groups, improve awareness of social concerns, and push for improvements, empowering local communities to create new initiatives to fulfill their own needs.

c) Ensuring good governance: CSOs create social capital by allowing their members a chance to interact and form relationships based on their own values, behaviors, and beliefs, consistently the government and civil society work together to establish policies and put them into action (Cooper, 2018).

1.3. Humanitarian Crisis, Action, and Responders

People would argue about whether this description fits particular scenarios or not, in fact, there are several conceptions of the term 'humanitarian crisis. This is how the collaborative online encyclopedia Wikipedia describes a humanitarian crisis: Any occurrence/event(s) that creates a major threat to a community or group of people's health, safety, security, or well-being, often across a wide region (ICIL 2014).

The Oxford Dictionary defines these terms as the following: Humanitarian: Caring about promoting human well-being and welfare. Crisis: The period of intensive difficulty, risks or danger. The Internews' definition of a humanitarian crisis is A situation of extreme human suffering in which fundamental human wellbeing is threatened on a massive scale. There are many possible reasons for humanitarian crises. The two common categories used to describe concerns are the complex emergency or 'conflict-generated emergencies and the natural disaster. The IFRC has defined a disaster as: A sudden, catastrophic cause or event that seriously damages the community or society's functioning roles and makes human, materials, also economic or environmental losses that exceed their ability to afford using its resources (ICIL 2014).

The disasters could have human origins even though often disasters are caused by nature. Dramatic natural catastrophes like earthquakes are dangers that can occur anytime. There are many different risks and disasters according to the International Federation of Red Cross and Red Crescent Societies. Natural hazards like earthquakes, tsunamis, and volcanic activity are occurring physical phenomena made by rapid or slow onset events which can be geophysical, hydrological as avalanches and floods, climatological like the extreme temperatures, meteorological as storm waves or surges, and finally biological as the disease epidemics animal plagues. Unlike environmental disasters, artificial and technological hazards are issues caused by humans, and so close to human settlements. They include complex emergencies and wars, starvation, displaced people, industrial and transportation accidents. When a hazard directly or indirectly impacts vulnerable people, that means a disaster occurs for the IFRC. What results in a disaster is the many hazards, vulnerability, also inability to reduce and afford the potential negative consequences of risks (Pringle & Hunt 2015).

As stated by The United Nations Inter-Agency Standing Committee (IASC) "A complex emergency is a humanitarian crisis in a state, region, or society where there is a full or considerable collapse of authority because of internal or external conflict that demands an international intervention." Building on that concept, The IFRC has also developed its definition as "Some disasters can result from several different hazards or, more often, to a complex combination of both natural and artificial causes and different causes of vulnerability. Food insecurity, epidemics, conflicts, and displaced populations are examples." Such complex emergencies are typically characterized by the following:

1. Extensive violence and loss of life.
2. Displacements of populations.
3. Widespread damage to societies and economies.
4. The need for large-scale, multifaceted humanitarian assistance.
5. The hindrance or prevention of humanitarian assistance by political and military constraints
6. Significant security risks for humanitarian relief workers in some areas (ICIL 2014).

The humanitarian action is the active provision of relief designed to save people's lives, alleviate suffering, recover human dignity in the wake of disasters and large-scale emergencies. In its current form, humanitarian action is preserved in international humanitarian law and provided by intergovernmental and international nongovernmental organizations (Pringle & Hunt 2015).

Humanitarian responders are responsible for delivering relief to those who need it most, particularly in the early periods of a disaster or crisis. However, this does not imply that they are aware of the situation, and it might be difficult for them to determine who needs what, also it might be difficult to establish which support is most beneficial during a humanitarian crisis response (ICIL, 2014).

1.4. Civil Society Organizations and Media

1.4.1. CSOs' Relation with Media

Simply said, media are organizations and corporations that create news and stories. Journalism is one of the most significant, but not the only, media activity. This

involves the collection, selection, verification, analysis, interpretation, and organization of information writing, editing, etc., as well as the distribution of news articles. Truthful and impartial reporting in the benefit of the public is a fundamental goal and duty for journalism. It is also important to illustrate the topic at hand. To be useful, a piece of news or a story has to be edited, prepared for publication, and conveyed to the media audience in order to be considered newsworthy and useful. To say nothing of the fact that it will be seen and read by a large audience (Krajnc, 2007).

Print and broadcast media are often seen as part of the "third sector" or "civil society" by many. Public broadcasting and state-owned television and radio are the exceptions to the rule when it comes to the majority of media channels (except for those owned by private corporations). So, journalists are supposed to not just help a media organization make money, but also to be responsible and reliable providers of information. Despite claims made in contemporary times about the transformative potential of new visual technologies and social media platforms, the connection between the media and humanitarian organizations continues to be a mutually beneficial one (Fehrenbach & Rodogno 2016).

There is a possibility that the media, much like watchdog civil society organizations, will keep the government responsible. These civic aspects of media outlets differentiate them from other kinds of companies that operate in the private sector. On the other hand, media outlets and CSOs are quite different from one another. If CSOs are more likely to embrace a purpose that is guided by the interests of their members, then the majority of media outlets will go to considerable pains to emphasize their neutrality and independence from special interests. In addition, the commercial nature of media outlets makes them more entrepreneurial than CSOs, which is not often the case with CSOs (USAID, 2011).

The media, on the other hand, covers news that attract its readers, not necessarily those that have a positive impact on society as a whole. When it comes to reporting on sensitive subjects in many nations, the media avoids them for fear that doing so may lead to its closure, even though doing so could harm society from a civil society standpoint. Regular communication between CSOs and the media is essential for establishing and sustaining synergy (USAID, 2011).

When there is synergy between the two parties, the media looks to representatives of CSOs as credible sources, expert commentators, interviewers, and talk show participants, while CSOs turn to the media for assistance in spreading their fundamental themes. In order to establish such a partnership, media outlets need to understand how to employ outside experts in their reporting and how this enhances the quality of their news product as well as its attractiveness to the general public. However, what is even more crucial is that CSOs learn how to provide the media with accurate information in a way that is acceptable. Although the synergies that exist between CSOs and traditional print and broadcast media outlets continue to be important, the landscape of the media industry has undergone significant shifts over the past decade as a direct result of the proliferation of mobile media channels and innovative methods of journalism. The traditional methods of information collection and dissemination are being rendered obsolete by recent technological advancements. CSOs and funders are presented with new possibilities and difficulties as a result of the shifting media environment (USAID, 2011).

1.4.2. Why Is the Media Important for the CSOs?

The role of CSOs goes beyond responding to emergencies and helping people in need. It includes promoting comprehensive baseline risk assessment, disaster knowledge, raising awareness via various modes of communication as well as digital products, generating and collecting data that takes gender into account, building local capacity, enhancing coordination with other actors, promoting private-sector responsibility in disaster response, working with local government and other performers like the media, and providing services with capacity building (Bino & Xhaferaj and Lula 2020).

Communication is crucial at times of crisis, such as huge earthquakes, and pandemics, as well as other catastrophes and crises. However, since they are unusual circumstances, normal concepts and communication procedures cannot be simply applied. These circumstances are fraught with uncertainty, and the public wants knowledge and calming messages to be transmitted via media, whether mainstream or Internet. Thus, the media is critical in providing a platform for specialists to explain the danger and the situation, as well as for authorities to offer information about how to deal to such threats in crisis circumstances (Bino & Xhaferaj and Lula 2020).

Many CSOs have significant ties to the media and particular interdependencies in their areas of work and social action. CSOs rely heavily on media reporting to stay up to date on the latest developments in their sector and other related areas internationally, domestically, professionally, etc. On the other side, the media are essential for promoting CSOs' work, views on certain topics, and events, and how this content may be disseminated to wider audiences. Through the media, CSOs reach their stakeholders, members, contributors, customers and the public at large. The media also serve as a unique public forum by providing time and place for public discussions, arguments between opposing viewpoints, and political discourse. As a result of their influence on public opinion as thought formators, media professionals such as journalists, editors, and others play an important role in shaping public opinion. As a result, the media may either support or hinder CSOs in their efforts to convince and organize the general public. Media, especially digital platforms, have a significant role to play in CSOs' efforts to raise awareness and educate the public (Krajnc, 2007):

a) Key ways to get information and communicate.

b) The most important publics and forums.

c) Various relevant societal influencers.

d) Allies and possible partners.

1.4.3. What Are the Media / Public Relations in Humanitarian Crisis?

Responses to media stories, queries, and initiatives, indirect addresses to particular media consumers, and the application of pressure from the public on relevant actors and institutions are all examples of actions that are included in the field of media relations. Long-term practices of sharing messages and news, ongoing professional collaboration, pursuing similar goals and mutual interests, and observing the "rules of the games" all contribute to the growth of positive media relations. CSO and the media develop their collaboration on trust and understanding, as well as a good experience, beliefs and values, vision, and culture that are shared (Krajnc, 2007).

The quality of CSO-media interactions and the underlying reasons why CSOs seek media attention for revealed problems varied significantly from state to state. Traditional media and CSOs nearly always engage in back-and-forth communication,

with one side seeking to achieve a different kind of media attention than the other (Internews Europe, 2013).

For flashy coverage of incident-based stories, media often approach CSOs to gather information or resources from CSOs. As a result, CSOs shouldn't base their evaluation of their performance on whether or not the media has written favorably about them. They should approach the media with a good, constructive, proactive attitude and work in collaboration with them in a way that is fair, trustworthy, and consistent. Because of this, CSOs need to think about how they might collaborate with the media in a way that enhances their efforts. Media and human rights have a complicated connection. The role of CSOs is essentially one-way, serving only the interests of the media. It is simple for the media to get in touch with CSOs through their websites and other social networking platforms. Engagement in the other way, on the other hand, isn't as smooth or effortless. Due to the lack of openness and accountability in the media, civil society organizations (CSOs) have had difficulty accessing media outlets and experts. This strategy has led to a strained relationship between CSOs and the media, with proponents viewing the media as actively restricting information and access (Internews Europe, 2013).

Media organizations and (CSOs) have relied on the Internet for years to grow and thrive. Media professionals typically utilize social networking sites as the initial step in contacting, reporting, and complaining about human rights issues. It is thus an excellent medium for improving linkages between CSOs and the media in order to promote coverage of the rights of marginalized people in the media. The independent media advocacy and communications departments of certain non-profit organizations (CSOs) may help boost media attention. CSO-media house collaborations are largely campaign-based, and personnel employed by CSOs watch media coverage, document stories the organization has been referenced in, and routinely brief the organization on which problems or media houses quotations may be prepared for. Large CSOs including international organizations confessed that despite media communication divisions, no clear media strategy is carved out, and interactions are mostly reactive, motivated by current events or brand oriented. The media relationship of humanitarian NGOs with local societies falls under the concept of media relations where the most important means of communication between both parties is the social media platforms, also it directly

impacts the continuation of relationship. For instance, CSOs engage the media to report their activities or post them on social media since they would ensure visibility and brand recognition. However, conducting awareness on human rights issues is often a secondary objective (Internews Europe, 2013).

Public communication has become a strategic management function in recent years. While commercial enterprises have well acknowledged this, the non-profit sector, including the humanitarian organizations, has frequently been slower in applying public communication concepts. This is reflected by the lack of available literature and limited information on public communication policies and outcomes presented on websites of these organizations (Dijkzeul & Moke 2005).

Humanitarian communications initiatives using high, low, or no-tech multimedia approaches provide hyper-local and urgent news and information to refugee and migrant communities whom widely use mobile devices. As communities adapt to new living patterns, the outreach activities aim to address their changing requirements. These initiatives seek to tackle some of the core issues faced by IDPs and others, such as how they move to where they need to go, how they support themselves and their relatives, and how they receive food, housing, and medical treatment. These are some of the problems faced by many impacted people. By connecting online or in-person with their communities, people may get answers without fear of attracting authorities' unnecessary attention (Ghannam, 2016).

NGOs need journalists to reach larger audiences, and journalists gather information subsidies from advocacy groups that inform their reporting. A growing body of scholars and researchers examines the interactions between these actors and their effects on public communication. To attract attention, NGOs hire public relations professionals and task them with promoting and protecting the organization's causes and brand. Scholars are divided on the impact of public relations on NGO advocacy and the general understanding of social issues (Powers, 2019).

1.4.4. Media and Communications Concept in the Humanitarian Crisis

The function of the media in a humanitarian crisis extends beyond basic reportage. When people struggle for fundamental needs and rights, the media could be an invaluable factor in providing information. During a humanitarian crisis, local media

or humanitarian organizations can better grasp what is occurring and how individuals may better safeguard their families. People may better survive and begin to recover their lives after a serious inter/national catastrophe if they have access to accurate, relevant, and targeted information about potential dangers and warnings. Humanitarian crises are often covered by the modern media, which focuses on the problem at hand and does not explore a wider context. As a result, excellent reporting on an important event should involve a variety of facts ranging from historical context and analysis to educational outreach and personal investigation. There should be a huge range of people and groups involved in gathering this data: the government, international NGOs, UN agencies, non-profits working in the impacted areas, and so on (ICIL, 2014).

With the increase of humanitarian and development institutions, their actual need for adequate support by various media outlets appears to deliver the message to the most significant public segment worldwide. That's to:

a. Increase the positive interaction of societies, mobilise advocacy support and reach donors to obtain the necessary funding to implement their projects.

b. Strengthen the attitudes of the local and international community with confidence and support.

c. Communicate messages to stakeholders concerned with humanitarian affairs.

d. Cover the activities and services carried out by these institutions, also deliver news about the affected and distressed in various regions, especially the world witnessing a revolution in the mixed digital media, experiencing a great demand for social networking sites by different age groups (Eid, 2017).

Humanitarian communications have broadly enabled human interaction and shared understanding within conflict and disasters circles. How information is communicated and got during crises is essential. With peace seriously going on extinction worldwide and the growth of countless humanitarian organizations, the need to explore communication is necessary by the relevance of information, mutual understanding, and knowledge to victims of armed conflict and natural disasters (Wilson, F & Jude & Wilson, J. 2019).

Social media channels for communication may be used to notify authorities of the need for assistance or even to hold them accountable for a poor response. In an

emergency, keeping in contact today requires new abilities and knowledge. There is a greater understanding that people should be engaged when initiatives are launched in their name but giving input and what languages should be used to assure the marginalized and the most vulnerable are not always simple. Aid agencies also have to be aware of what people are saying and provide facts in the event that rumors are circulating that are likely to cause damage (Dawes, 2017).

Humanitarian communication has at all times remained a crucial component of humanitarian response. From time immemorial, it has been used as a mechanism for forestalling information gaps so that affected settings could coin provocative ideas about the situation deploring their living condition, forecast and plan towards better options available to explore in the future (Wilson, F & Jude & Wilson, J. 2019).

The simple definition of Communication is imparting or exchanging information or news. There are different types of communication, including Verbal Communication, Non-verbal / Interpersonal Communication, Written Communication, formal and informal, Visual Communication. Non-Governmental Organizations whose need to ensure that they are proactive in Communication. The role of Communication in NGOs is to share information, tell stories, protect the brand's reputation, and engage in conversations that motivate people to join fulfilling its mission. A humanitarian organization must communicate through stories, images, videos, and words. These stories ensure you advance the organization's mission and vision (Monchari, 2019).

Humanitarian communication has been vastly conceptualised as a two-communication strategy by the International Organization for Migration (IOM) to create meaning and mutual understanding between stakeholders involved in humanitarian affairs and activities globally. The two key components are:

    a. The information needs feedback from affected communities in developing an appropriate response.

    b. Providing communications service to humanitarian actors by publishing related information to affected communities. (Wilson, F & Jude & Wilson, J. 2019).

To achieve strategic goals, NGOs engage in at least three types of communications that are the techniques used to gather information about an issue;

Advocacy deals with the strategies deployed to raise awareness of a problem. Public relations explore the different ways NGOs promote and protect their causes and their brands. (Powers, 2019). Researchers and journalists commonly refer to the professionalization of the humanitarian sector trends that occurred after 1945 or even after 1989. However, humanitarians and their institutions have developed propaganda departments, which were subsequently renamed media and communications departments. Additionally, publicity directors specializing in the use of media have been employed since the beginning of the twentieth century. However, early on, these were important sources for journalists and news agencies (Fehrenbach & Rodogno, 2016).

The fundamental objective of the communication activities must be 'to save lives, alleviate suffering, protect human dignity during and in the aftermath of artificial crises and natural disasters, prevent and strengthen preparedness for the occurrence of such situations (Raymond & Card & Achkar 2015).

1.4.5. Media Content Management in the Humanitarian Crisis

1.4.6. Content

Are the information and experiences directed at an end-user or audience in publishing, art, and communication. It can be expressed through some medium, such as speech, writing, or various skills. Different media deliver content, including the internet, cinema, television, radio, smartphones, audio CDs, books, e-books, magazines, and live events, including speeches, conferences, and stage performances. These are considered a "social object" where discussions occur and help people interact. When it comes to the content that they come across, an extension of how people communicate and relate to one another, content within media focuses on the audience's attention and is receptive to the content. Circulation brings the content to everyone and helps spread to reach broad audiences. It is a process in which everyone who encounters any content will go through a cycle where they meet the scope, interpret it, and share it with other people (Wikipedia, 2021).

1.4.7. Content Management

It's setting the processes and technologies that supports collecting, managing, and publishing info in any form. This info may be more specifically referred to as digital content or simply as content when stored and accessed via computers. Digital content

takes the form of text (such as electronic documents), images, multimedia files (such as audio or video files), or any other file type that follows a content lifecycle requiring management (Wikipedia, 2021).

1.4.8. Digital Content

Is the content that exists in digital data and is known as digital media, digital content is stored in specific digital or analogue storage formats. Digital content forms include digitally broadcast, streamed, or contained in computer files. Narrowly viewed, digital content includes popular media types, while a broader approach considers any digital information as digital content. It has increased as more households have internet access. That expanded access has made it easier for people to get their news and watch TV online, challenging the popularity of traditional media. Additionally, that led to the mass publication through individuals like eBooks, blog posts, and even Facebook posts. (Wikipedia, 2021). Historically, studies increased in the early post-World War II communication field, continuing to the present, describing various media content features. Still, these have often been unconnected and lack a consistent conceptual framework (Reese, 2004).

1.4.9. Humanitarian Media Content

The term 'content' in humanitarian field refers to all the editorial material that the I/NGOs publish on their websites, post to social media platforms, or share with external partners. It includes news and feature articles, tweets, blogs, newsletters, photos, videos, podcasts, infographics, and in-depth reports. Obtaining good content is especially important when significant conflicts or natural disasters erupt. Political and military issues often eclipse their impact on civilians.

Still, complete and timely content helps the organizations to humanize a distant war and call attention to the plight of civilians in need of protection and life-saving assistance. The range enables us to raise awareness of the rights and needs of persons of concern, advocate for open borders, humanitarian access, and other favorable policies, and mobilize much-needed donor support (The United Nations High Commissioner for Refugees UNHCR, 2021).

1.4.10. Social Media Content

The new media are utilized by a range of organizations, including non-governmental organizations (NGOs), for communicating with their publics and stakeholders. The technology and access have helped NGOs innovate as they reach out to stakeholders through the internet and mobile cellular channels. (Peel, 2017). The term of social content was recently coined with the rise of social media and generally meant anything posted and shared with others. Content marketing is a method businesses or individuals use to attract an audience to their social media content. Social media content models relate to the link between social media and content-sharing on multiple platforms. This type of activity is not yet well-known and is still being defined. There are different models or methods for sharing content and social media (Psychology Glossary, 2021).

Social media and its content increasingly serve as a source of information and have even replaced traditional media such as television or newspapers. Thus, social media content can play an essential role in overall content marketing strategy. Content on social media platforms can have a considerable reach because of its proximity to the user, can prove more effective than classic advertising. In certain circumstances, positive comments on social media can even boost Google rankings. However, social media content also follows its own rules and requires its dedicated strategy (Text Broker, 2021).

1.4.11. The Purposes of Producing Humanitarian Media Content

The media content has an essential role in shedding light on humanitarian issues and conveying the actual image to the viewer, listener, or reader, side by side the new media (digital & social platforms), which has supported traditional media by publishing and promoting humanitarian issues to reach the largest segment of society, that contributed to accelerating to meet the needs of the affected and the neediest people. Traditional and modern media are two sides of the same coin, as they contribute to the service of humanity (Hammadi, 2020).

Media visibility, content, and publicity are essential resources for contemporary non-profit organizations to attract volunteers and donations, encourage civic engagement, create public trust, and reach potential institutional partners. Publicity and

media visibility is essential means to achieve institutional goals. The most important function of media visibility is enhancing citizen participation by addressing public opinion (Van het Hof, 2014). Producers and users of media content and information may have the following purpose:

a) To inform: Some institutions produce their media content to educate the public or a specific segment of the community with particular news related to its policies and procedures or information related to its humanitarian projects like the incidents that occur during the implementation.

b) To educate: Many educational materials that international or local humanitarian institutions prepare to inform people or raise their awareness on a specific issue, these media materials may be used through direct awareness sessions, during providing the services by sticking them on the walls or publish through social media, as already followed during the Covid19 pandemic.

c) To advocate: In general, or specific cases, many humanitarian issues require a broad direct or indirect advocacy campaign. This necessarily means the presence of humanitarian media material that reflects the situation of the case and the subject and advocates it by presenting information or requesting a response or highlighting it in light of many different interactions such as political and economic.

d) To promote the I/NGO: Continuing the production of humanitarian media content for the Foundation helps maintain its mental image and presence in the surrounding environment, which means its presence among the donors and the affected community it serves. This supports the advertising and marketing aspect that the organization may need in many factors (Media and Information Literacy MIL, 2021).

Humanitarian crisis response is rapidly evolving and growing of advances in big data and digital technology. One of the most significant developments has occurred in the identification of the requirements, response sites, and vital information that are important during crises. There are now digital humanitarians like the online volunteers that gather, verify, and track crisis information across multiple digital media after the

Haiti earthquake of 2010. As a result, users gained access to a constantly updated digital information source. Although their importance as first responders is rapidly being acknowledged, the media still pays little attention to the data they collect. Media might benefit from using digital humanitarians to build a more complete image of crises and crises, especially when field access is difficult or delayed. Even in times of crisis only a tiny amount of social media information is really relevant and actionable; this, along with the vulnerable position of those in crisis communities, makes it difficult to gather, analyze, and share significant crisis data in a secure manner. Different humanitarian workers, digital humanitarians, and journalists have new viewpoints about the future of humanitarian communication. But they all agree that these changes won't just affect how humanitarian aid is given and can change the roles and powers of the media, humanitarian organizations, and the government during crises. New digital technologies, like social media and the ever-growing availability of mobile technologies to people around the world, as well as new ways to process data during emergencies, have given both the media and aid organizations a number of ways to change how they respond to humanitarian aid crises. One of the most important changes is that people can now use digital communication channels to find out about their own needs, crisis locations, local restrictions, and other important information. By using digital tools, affected societies have become a new source of information—a "crowdsource"—that can help with humanitarian aid and media coverage. Digital channels have also been used to let people in the area know where shelters are, what kinds of help are available, and what they should do (Chernobrov, 2018).

1.4.12. The Humanitarian Photography

Humanitarianism emerged and developed in tandem with photographic technologies. During the second half of the nineteenth, Europeans and North Americans increasingly used photography to generate experimental knowledge of previously unseen worlds: from the mental to the material, from the microscopic to the universal, from the sociological to the anthropological (Fehrenbach & Rodogno, 2016).

By the 1880s, journalists and reformers were utilizing photos in illustrated newspapers, books, magazines, and slide lectures to focus public attention on fine examples of human misery in the world, thereby transforming specific episodes of deprivation and suffering into humanitarian crises. Humanitarian imagery gave meaning

and form to human suffering, rendering that understandable, urgent, and actionable for European and American audiences. Although realistic in style, the photographic evidence publicized since the late nineteenth century for humanitarian purposes has been necessarily interpretative. The purpose of composing, editing, narrating, reporting, and distributing humanitarian photographs is to generate an impact that will trigger an emotion in viewers, such as empathy or indignation, and motivate them to take action. The historical record made it very evident that in certain instances, similar photographs were used to document, certify, and advertise crimes or famines. The most effective way to comprehend humanitarian photography is as moral fluency. Throughout its history, it has used representations of suffering, even those of severe circumstances, in order to evoke feelings of empathy and responsibility or guilt in its audience members. Inciting an emotional reaction in the public continues to be a powerful strategy for shaping people's perception of what is taking place in the world. In addition, what exactly is in danger? The purpose of humanitarian photography is to establish the credibility of specific humanitarian campaigns, organizations, and actors in a way to motivate the targeted public of their responsibility to take action. Humanitarian photography is envisioned and disseminated with this purpose in mind in order to raise funds for causes, and fuel political pressure on governments to engage in reform and humanitarian intervention Photo-centered appeals have been used to construct temporary communities of emotion and political action among viewers who share the same worldview in relation to various issues for more than a century. (Fehrenbach & Rodogno, 2016).

In the process of producing identifiable humanitarian images, such representation and communication tactics have generated such imagery. In today's environment, international nongovernmental organizations (I/NGOs) and humanitarian organizations sometimes argue that they are forced to raise funds by riding the media coverage of breaking news or major disasters. This indicates that the events in question must first be reported as news by the media before humanitarian responders may take advantage of the brief temporal window. Over the course of more than a century, humanitarian photography has been essential in mobilizing the universalization of the language of "humanity" via the emotive lens of family. It has, over the course of time, acquired the ability to fight political views via the cultivation of an intentionally apolitical representation that indicates and displays the victims' innocence.

Humanitarian photography achieves this goal by eliminating political background and complexity from its visual framework in order to concentrate on suffering it seems to be unjustified. When seen in this light, Peter Bruckert's use of Alan Kurdi's photograph was founded on a century's worth of experience in the field of humanitarian work. As a consequence of this, he was convinced that publishing and distributing that photograph was the appropriate action to take (Fehrenbach & Rodogno, 2016).

A Turkish police officer carries the lifeless body of Alan Kurdi, who was found lying face-down on a beach near the sort of Bodrum. Photograph: Associated Press (AP).

1.4.13. The Case Studies in Humanitarian Communication

A case study is a significant qualitative method of capturing impact. It is an approach to qualitative research focusing on a specific in-depth analysis of a particular case, incident, story, or event. For NGOs, case studies reflect the successes of a particular program(s) in changing people's lives, with the 'voice' of the people impacted. Well-researched and well-documented case studies win hearts and may even win donors! Case studies could be included in proposals, reports, evaluations, research, marketing, and social media. The fundamental reasons listed out for writing a case study, especially in the context of NGOs:

> a) A case study gives an exciting overview of the existing problem or a success story.

b) It attracts the attention of the layperson who will be able to understand the problem or success in the format of a story.

c) It could be an essential document for raising funds or mobilizing resources for NGOs.

d) It gives convincing evidence for the problem you try to make someone understand or a success you want to publicize.

Every project aims to help people somehow or make the world a better place. However, proposals often focus on the numbers and details and lose the humanistic perspective they initially planned for. When used effectively, proposal case studies provide context and connect emotionally with the reader. Case studies involve focusing on one instance in-depth and showing how this instance relates to the broader trend. For example, a case study may focus on a mother and see how the lack of clean water affects her family, then extrapolating these results to include many other mothers like her (Arora, 2021).

Case studies are the short pieces that tell the story of an individual in their own words. It gives people a voice and helps the public understand the human cost of a humanitarian crisis or an emergency. It tells the reader what problems the individual faces, how they overcome them, and what the humanitarian institution does to help them. It initiates an emotional connection between the individual and the reader. Uses direct quotes and avoids paraphrasing or making assumptions about the individual's feelings. This means that it writes down or record precisely what the person said. In general, the case study focuses on the personal information with considering the safety and security of the people, additionally, where and with whom the individual lives with as well as where they come from, family status, how the current crisis/conflict has affected the person, the most significant challenges in the person's daily life, how the person benefits from the services provided, the person's fears and hopes for the future with his informed consent (Binder, 2017).

1.5. Syrian NGOs' History and Present

Charity work in Syria began several centuries ago as an expression of communal solidarity between wealthier neighbors and less fortunate neighbors who lived in near vicinity to one another in an enclosed environment. During the period of the Ottoman

empire, religiously motivated charitable organizations were perhaps the earliest known institutions. The first Christian and Islamic charities, which were named "Saint Vincent Association" and "Al-Makassed Philanthropic Islamic Association," respectively, were established in Damascus in 1863 and Beirut in 1878. Both of these cities are located in Syria. Early on in the 20th century, several charitable organizations were founded with the intention of assisting certain subsets of the population, including children and teenagers, orphans, women, the elderly, and religious communities. Following the ending of the French Mandate in 1946, a minor improvement in both the structure of charitable organizations and the kind of interventions was noted. During the decade of the 1950s, the number of charities officially recognized by the government increased from 73 to 203. After the Baath Party took control of the country in 1963, a state of emergency was declared, which made it impossible for anyone to engage in charitable activities. The number of charities in Syria decreased from 596 to 513 between the years 2000 and 2000, once Bashar Al-Assad took over the presidency after his father Hafez. This was due to the fact that the regime was not a fan of any type of civil society, and this included independent unions, human rights advocates, and other groups that were seen as almost a threat to their leadership. The country had witnessed some openness that was recognized taboos, forbidden, and brought up on charges by his father's iron hand direction of control has become less restricted in Bashar's period. This openness took place within several years of Bashar Al-presidency Assad's and was witnessed throughout the country (Alhousseiny & Atar 2011).

The phase in question is referred to as the Damascus Spring. It is important to note that during that time period, the use of cellular phones, the internet, and satellite televisions became officially accepted, and the registration of new charitable organizations was made possible and actively encouraged by the government. Additionally, the existence of independent media such as newspapers and magazines were sanctioned, in addition to other types of civil activities. Even though the number of registered agencies and charity groups reached 1,400 in 2003, according to statistics provided by the Ministry of Social Affairs and Labor, this figure was significantly lower than that of neighboring countries such as Lebanon and Jordan, which respectively had 3,500 and 2,000 registered organizations and nonprofits. During that time period, a new type of NGO came into being in order to suit the fervor of young people, who

represented the most important age grouping overall. These new NGOs, known as Government Organized Non-Governmental Organizations (GONGOs), were closely linked with, or were administered directly by, the government network itself, for example, the president's wife or relatives. To the most extent, the establishment of such organizations was done in order to show outside funders the openness of the nation's civil society. The Syria Trust for Development, which was founded and is still headed by Asmaa Al-Assad, was the most famous of these organizations. On the other hand, Bashar's cousin Rami Makhlouf is the founder and head of the Al-Bustan Association, which is a sizable charitable organization (Alhousseiny & Atar 2011).

In Syria, there were only two kinds of non-governmental organizations (NGOs) in the humanitarian sector before the conflict was began: religious or ethnic emphasis NGOs and government-affiliated NGOs. People in the non-government-controlled zone were not helped by any of them. With little or no prior expertise in this field, Syrians had to act quickly and independently. As a result, they swiftly became the primary responders in non-government-controlled regions because of the availability of funds, their passion for their cause, and their neighboring nations' hospitality. Those newly created humanitarian organizations attempted to combine relief operations with early recovery efforts without losing their ability to advocate for the human rights of the innocents. Nongovernmental organizations headquartered in Türkiye that provide humanitarian aid to Syrians were able to help those in need even if they couldn't physically reach them. Others, such the besieged regions of Rural Damascus or Eastern Aleppo and the hard-to-reach regions of Rural Homs or Northern Hama, were the main humanitarian responders in those areas. The Syrian government has politicized humanitarian assistance, in violation of the four humanitarian standards of humanity, impartiality, neutrality, and independence, in direct contravention of international humanitarian law (IHL). Since these new humanitarian workers were acting outside of the regime's supervision, the Syrian government began to pursue, arrest, and torture some of them. In order to satisfy donors and provide humanitarian supplies, humanitarian workers have been obliged to relocate their operations to the opposition-held territories and supervise them from neighboring nations like Türkiye, Lebanon, or Jordan. Over 1,400 registered groups and charities existed before the crisis, although

they have been ineffective in meeting the needs of persons in non-governmentally governed regions (Alhousseiny & Atar 2011).

New grassroots foundations and diaspora organizations covered the gaps in the humanitarian field that those non-governmental organizations created. These informal cross border operations have also encouraged the UN Security Council to approve the cross-border resolution 2165 in February 2014, which was allowed UN agencies to respond to the needs of the non-governmental controlled areas from the countries nearby independently from the government regulations only with coordination and information sharing. These newly founded NGOs, which have limited or no previous experience in the humanitarian field, have evolved rapidly, compared with the relevant theories discussing the development of humanitarianism. Türkiye is the hub for the most significant UN cross border operations (Humanitarian Aid, 2020). Türkiye has hosted the most important NGOs and facilitated their interventions for years (Alhousseiny & Atar 2011).

1.6. The Use of Social Media in Humanitarian Crisis

Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content". Although social networking platforms are probably the most prominent type of social media, many variations and types of social media exist. Web 1.0, or the "static web", includes platforms on which an individual's information is created and published and broadcast to many people.[1,2] Examples of Web 1.0 platforms are websites and e-newsletters. Web 2.0, or the "social web"[2], is a term that emerged in 2004. Having evolved from Web 1.0, it is used to describe platforms in which content and applications are created collaboratively and modified by all users in an ongoing manner. Example of Web 2.0 includes social networking sites and blogging platforms. Kaplan and Haenlein describe Web 2.0 as the platform for the evolution of social media. Web 3.0, or the "mobile web", combines tools from Web 1.0 and Web 2.0 but adds the ability to communicate anytime and anywhere. Examples of technologies include group text messaging, mobile websites, and smartphone and tablet applications ("apps") (Voorveld, 2019).

Table 1. The types of social media platforms and recent statistics of users

Network	Number of Active Users	Type of the Platform
Google	4.39 billion	Internet-Related Services and Products for Online Advertising Technologies, a Search Engine, Cloud Computing, Software, and Hardware.
Facebook	2.895 Billion	Multinational Social Network
YouTube	2.291 Billion	Video Sharing Platform
WhatsApp	2.0 Billion	Instant Messaging (IM) App
Instagram	1.393 Billion	Photo-Sharing Application
Facebook Messenger	1.3 Billion	Instant Messaging (IM) App
Weixin/WeChat	1.251 Billion	Multi-Purpose Instant Messaging.
TikTok	1 Billion	Video-Focused Social Networking Service.
QQ	617 Million	Instant Messaging Software Service and Web Portal
LinkedIn	600 Million	Business- and Employment-Oriented Social Networking Service
Sina Weibo	566 Million	Microblogging Website
Telegram	550 Million	Instant Messaging (IM) App
Snapchat	538 Million	Instant Photo Messaging Application
Kuaishou	506 Million	Video-Sharing Mobile App
Pinterest	454 Million	Photo-Sharing Website
Twitter	436 Million	Microblogging and Social Networking Service
Reddit	430 Million	Social News Aggregation, Web Content Rating, and Discussion Website
Quora	300 Million	Social Question-and-Answer Website

Source: (Voorveld, 2019) & (datareportal.com, 2022).

Various aspects of social media sites have been used in previous conceptual studies. Zhu and Chen, for example, created a typology based on two aspects of social media: the type of linkage profile-based vs content-based and the extent of modification of messages (the degree to which a service is modified to fit an individual's individual values. There are four major types of social media websites as a result of these distinguishing characteristics:

a) When it comes to the kind of social media sites that are profile-based and focus on personalization, Facebook and LinkedIn fall into this group, among others.

b) Self-media platforms allow users to control their own communication channels across various social media platforms. These systems are likewise profile-based. Twitter is a good illustration of this kind.

c) Creative outlet networks are built on content and enable users to share their interests and creative works. Some examples of these platforms are YouTube and Instagram.

d) Collaborative platforms are similarly focused on information, but they provide users with the chance to ask questions, seek assistance, or locate the most interesting news and topics of the day.

The extent to which they emphasis on any or all of these components distinguishes various social media platforms. Many additional aspects differentiate social media platforms from one another, such as the modality, private vs public access to material, privacy limits, kind of connections (friends/coworkers), and the length of time that content is available for viewing on each site. These features are likely to have an impact on how social media platforms interact with their users (Voorveld, 2019).

In recent years, social media and digital technologies' role has developed exponentially in times of crisis. For example, during disasters like the Tohoku earthquake and tsunami in 2011 and the 2015 Nepal earthquake, Facebook was a crucial component of the humanitarian response, mainly allowing local and international actors involved in relief efforts to disseminate life-saving messages. Side by side with Twitter, they were provided affected communities a lifeline channel to seek help, reconnect with their families and give feedback on the assistance received so that programs could be adapted when possible. However, using social media by aid organizations to engage and communicate with affected people is still vastly untapped and largely under-researched and documented in practical guidance, both thematically and technically, good practices and lessons learned (Lüge, 2017).

Social media can ultimately be used as dynamic interaction platforms, mobilized for two-way communication during a crisis. If crises can cause an urgent need for the public to receive information, they also give rise to a solid wish to supply information to the authorities in charge. Using social media offers the possibility of including two-way communication options and reacting to the public's demands. Using two-way communication tools also means it is possible to know if the message has reached the recipient or not. Still, it allows the sender to know quickly if the recipient could understand it (Wendling & Radisch & Jacobzone, 2012).

The coming of an increase of social media tools has changed the landscape of crisis management significantly over recent years, with possibilities for social action now becoming realities. Organizations can directly disseminate, acquire, and analyses

information more efficiently and comprehensively with available software tools such as online discussion platforms and news aggregators. While social media can prevent a crisis from spiraling out of control, organizations cannot ignore its ability to aggravate an unfolding situation (Chan, 2001).

Media behavior – including social platforms - can also provide indicators of impending conflict. Specific media structure characteristics and behavior tend to precede contest, which is evident early enough that a media intervention may be feasible. Practical tools such as media must be closely examined, their pernicious effects mitigated, and positive output magnified if preventing conflict is the goal. However, for training or advising to be effective, the media role in moving societies toward or away from war needs to be clearly understood (Frohardt & Temin, 2003).

The internet and social media sites have been changed public relations functions at NGOs; how they deal with stakeholders from communities of donors becomes a different matter. Through social communication, all parties become closer and more interactive, where everyone's voice is heard. The rise of social media has massively changed the nature of the conversation between non-profit organizations and their audiences. Non-profits can communicate with supporters and the public in new ways, and these populations have new expectations of how they will be shared with. The power of social media is well recognized in the non-profit sector. Global research conducted by Tech Report NGO shows that 92% of NGOs have their own Facebook page, nearly 70% have a Twitter account, and almost 40% are present on Instagram. Social media sites that are not frequently used by many non-governmental organizations operating internationally include Google+ (28%), WhatsApp (16%), and Snapchat. Maybe this is where an undiscovered potential for many non-profit activists lies. The average donation made over social media has risen from $38 to $59 between 2010 and 2012, just two years. These figures are just some of many that illustrate the prominence of social media in the non-profit sector and the necessity for non- profits that have not harnessed their power to penetrate this set of online tools immediately (Markiewicz, 2018).

The value of social media recognition is increasing for non-profits. Social media allows non-profits to build awareness of their mission, grow their influence, and empower their supporters to spread their message. Social media increases their ability to communicate with various stakeholders, including donors, regulators, volunteers,

traditional media, and the public. By networking with these stakeholders on social media, non-profits can help to respond to the crisis, weave community, access diverse perspectives from large populations, build and share knowledge, mobilize people, coordinate resources, and produce action (Goswami, 2021).

a) Relationship Building: non-profits require continuous support from the stakeholders or volunteers to work effortlessly on the mission & vision. Relation-building is essential for non-profits' social media marketing strategy to get that support. Through social media, non-profits can share information about an organization's work or the usage of funds. It is a fundamental step to enhance the organization's credibility, and it helps to gain the trust of the donors, stakeholders, and supporters.

b) Awareness and Action: social media for non-profits can help to generate awareness among the masses about the organization's objectives. Following an excellent social media marketing strategy for non-profits can create awareness quickly. They have to post regularly to be visible on the timelines or the feed of their targeted audience. Besides making the impact, focus on coherent branding logos, colors, or fonts across social media sites. It helps in creating a solid defined identity for an organization.

c) Creating Campaigns & Fundraising: social media for non-profit organizations can help create an advanced campaign or fundraising activity. It is primarily useful when running on a thin budget and time, and they cannot blur the social media strategy. They can create specific content, video, and images in such scenarios, explaining campaigning cause and then schedule them in advance. They can also rely on social media marketing tools to schedule posts in advance.

d) Storytelling Through Content: storytelling can help build the image of the organization and at the same time make the organization's projects more transparent. It increases the engagement with supporters and could help achieve their goals.

e) Appreciation, Advocacy, and Appeals: social media are relatively innovative tools for informing and mobilizing communities in an

advocacy effort. As part of a coordinated effort, social media align well with community psychology principles by enabling individuals to contribute to the participatory dialogue about social issues, collaborate on change efforts, and establish a sense of community. These tools can improve supporters' advocacy engagement and help sustain efforts amid inevitable challenges (Goswami, 2021).

However, social media alone are not enough for promoting social change but should enhance traditional organizing strategies. When used to grow advocacy efforts, social media can support outreach efforts by spreading information about a cause, enhancing relationships among supporters, promoting participatory dialogue between group leaders and supporters, and strengthening collective action through increased speed of collaborative communication. Moreover, these tools are highly cost-effective, allowing advocacy organizations to do more for less (Scott & Maryman 2016).

1.6.1. Monitoring Social Media in Vulnerable Societies

Women, children, and people with disabilities (PWDs) are particularly vulnerable to the breakdown of economic systems, healthcare, family and community support, educational opportunities, housing, transportation, and other infrastructures caused by conflict. They may find it more difficult to escape or get stuck, leaving them vulnerable to violence. Media including new platforms and digital media should be monitored for community protection in vulnerable societies afflicted by humanitarian catastrophes. Particular attention should be paid to INGOs and NGOs media policies, as well as the professionalism of media workers and also the media diversity and plurality throughout the legal environment, as these indicators reveal how vulnerable or resistant the media system is and point to specific interventions that could prevent media trading and abuse before it occurs. Content concerns, such as a record of violence or exploitation, should also be taken into consideration. Monitoring should be comprehensive, contextualized with economic, benefit, and socioeconomic conditions, and carried out by professional or qualified observers. If this occurred, actions may be performed earlier, increasing the probability of success. Much to be learned about media use and abuse in vulnerable societies remains. A practical approach to understanding this dynamic would be to conduct a comprehensive study by monitoring the characteristics of INGOs and NGO's media behavior in several countries deemed close

to conflict. Such a review could provide the quantitative and qualitative data needed to focus the attention of donors and media organizations on the role of media in societies vulnerable to conflict and the importance of early, preventive intervention in ensuring the protection of these communities, supporting, and assisting them in their suffering rather than additional harm and abuse on them through media violations (Rohwerder, 2017).

1.7. Social Media Representation's Principles and Disadvantaged Groups

The history of past media policies in humanitarian crises strongly affects the receptiveness of a population to contemporary media procedures. If a population is unfamiliar with the purpose of humanitarian media work, it is unlikely to be extremely popular, and therefore will probably not be highly effective. Also important is how past INGOs and NGOs had dealt with this issue. In recognition of the need for reporting both for compliance, such as donor reports or success/human stories, as well as for awareness and advocacy, including use of social media, protecting the dignity, safety, and privacy of those who have been impacted is still very vital and communities in the use of their image or stories. Further, anecdotal reports from recent community consultations in northwest Syria indicate that in some instances, individuals and families choose not to receive assistance due to the perception that humanitarian workers are not adhering to essential privacy and consent best practices. Taking photos of or sharing personal stories of children and women among other vulnerable groups can compromise their dignity, put them and their family members or relatives in danger of being hurt or marginalized. All humanitarian actors and their partners must protect individuals and communities at the core of their work and are requested to follow the guidelines to fulfil their obligations to uphold the dignity and safety of affected populations and avoid causing harm (Syria Protection Cluster SPC, 2017).

The Core Humanitarian Standards (CHS) offers a comprehensive framework to understand Accountability to Affected Populations (AAP). The CHS is based on nine inter-related commitments that describe what affected people can expect from aid providers in terms of quality, effective and accountable humanitarian actions. It reminds aid providers that people need to be at the center of humanitarian action and that their

needs must be addressed holistically. The CHS stresses that from the perspective of affected people, what humanitarian actors do is just as important as how they do it. CHS Commitments 1 and 2 highlight the need to understand and address all populations' diverse needs and priorities, particularly groups that may be marginalized and vulnerable due to gender, age, disability, or other social, economic, political, or cultural factors. Commitment 3 underscores the need to reinforce local capacities and "Do No Harm" by minimizing the potential adverse effects of aid interventions on communities. Communication and community engagement are critical to understanding and adapting Programmes to meet these commitments. Commitments 4 and 5 reinforce the rights of affected people to transparent information about aid organizations and access to assistance, participate in decisions that affect them, and provide complaints and feedback in safe, appropriate manners (From Words to Actions, 2018).

Images and stories in the media can profoundly influence public opinion and establish societal norms and values. Persons with disabilities PWDs are rarely covered in the media, and when they are featured, they are often negatively stereotyped and not appropriately represented. It is not exceptional to see PWDs treated as objects of charity or medical treatment that have to overcome a tragic condition or, conversely, presented as superheroes who have accomplished incredible feats to inspire the non-disabled. The media can be a vital tool in awareness raising countering stigma and misinformation. It can be a powerful force to change societal misconceptions and PWDs as part of human diversity. By increasing the awareness and understanding of disability issues and their situations, the media can actively contribute to the practical and successful integration of persons with disabilities in all aspects of societal life. Indeed, the Convention on the Rights of PWDs requires states to raise awareness and combat stereotypes related to PWDs, including encouraging all media to portray persons with disabilities in a manner consistent with respect for human rights (UN, 2021).

Humanity, impartiality, neutrality, and independence are the basic humanitarian core principles and standards. International humanitarian law, human rights legislation, and Resolution 1 of the United Nations General Assembly all contribute to the development of these well-established concepts, which are included into the rules of ethics and mission statements of aid organizations across the world. Humanitarian efforts and institutions are prompted by:

a) Humanity: There must be a focus on the most vulnerable groups, such as children, women, and the elderly, while addressing people's suffering. Survivors' privacy and dignity must be honored and safeguarded.

b) Impartiality: A person's eligibility for humanitarian aid is not determined by his or her gender, country or religion. Assisting is done solely on the basis of need, with the most vulnerable individuals receiving the highest level of care.

c) Neutrality: There are no political, religious, or ideological disagreements when humanitarian aid is given.

d) Operational independence: There must be no connection between humanitarian efforts and the interests of any player involved in the regions in which they are carried out, whether they are political, economic, military, or otherwise (The Sphere Project, 2011).

1.7.1. Introducing Yourself

Ensuring that the interview partner/person photographed or filmed knows that they are talking to somebody gathering material for external communications purposes and explaining the purpose of the interview/picture/video as well as its intended use are essential. Also making sure that people know that their story will potentially reach a large audience, locally and globally an important procedure (Binder, 2017).

1.7.2. Not to Stigmatize People

It is aimed to assist community members and children so AMC workers or other staff, must avoid categorizations and descriptions that could trigger negative reprisals such as physical or psychological harm, abuse, discrimination, or rejection of the person photographed, filmed, or interviewed by local communities. They should always provide accurate context for the person's story or image and change the real name/surname, if necessary, obscure the visual identity of the person photographed, filmed, or interviewed. When in doubt whether a person might be at risk, they must check with their direct supervisor or the Communications Officer and report on the general situation of the affected person rather than on individual cases, no matter how newsworthy the story seems (Binder, 2017).

1.7.3. Do No Harm

To any interview partner, in particular children. AMC workers or other staff should avoid questions, attitudes or speech that are insensitive to cultural values, judgmental, puts the interview partner in danger or humiliate them. They must refrain from asking questions that trigger the interview partner's pain and grief from traumatic events. (Binder, 2017). It is essential to plan for and anticipate situations that might present risk and need to be addressed from the outset. Balancing the need to maximize disadvantaged groups' participation by hearing their own opinions on the issues affecting their lives with the need to reduce their exposure to harm is also important during the process (Balbo & Nolan, 2015).

In the information, publicity and advertising activities, humanitarian responders shall recognize disaster victims as dignified human beings, not objects of pity. They should respect for the crisis victim as an equal partner in action should never be lost. The public information shall portray an objective image of the disaster situation where victims' capacities and aspirations are highlighted, not just their vulnerabilities and fears. While co-operating with the media to enhance public response, external or internal demands for publicity to priorities the principle of maximizing overall relief assistance will not be allowed. The competing with other disaster response agencies for media coverage in situations will be avoided where such coverage might be to the detriment of the service provided to the beneficiaries or the security of our staff as well as the beneficiaries (Sphere, 2011).

1.7.4. Dignity and Consent

In all forms of communication or reporting material, women, men, boys, and girls are to be portrayed and treated with dignity and not as helpless victims (like having a child crying in front of a camera) or in sexually suggestive poses. Every person's dignity, privacy, personal security, and rights must be respected in every circumstance. Women, men, boys, and girls who are primary subjects of text, photo and/or video resource gathering by NGO staff, volunteers, or contractors, are to provide informed consent before action. Informed consent means the subject has a clear understanding of the purpose of the reporting or photography and gives verbal or written permission to use their image or story. If the individual is a minor (under 18 years of age), parent,

guardian, or other legally required entity or individual, the child appropriate for age must provide written consent. Informed consent applies to photographed individuals and large groups, such as community members receiving items during a distribution. If and when photographs will be taken during humanitarian action, the relevant humanitarian actor must explain clearly that participation is voluntary and will not impact an individual, household, or community's access to assistance. In line with humanitarian principles, assistance and services are based on need, not willing to be photographed or interviewed for reporting or advocacy purposes. Humanitarian staff and affiliates are responsible for protecting the individuals and communities they serve and must understand the potential risks that their actions can increase. The Syrian Protection Cluster recommends that all field staff, including volunteers, partners, and affiliates, receive training on essential protection and safeguarding principles and that organizations consider including media guidelines in their existing codes of conduct (SPC, 2017).

Always children's dignity should be respected and not represented as victims (weak, desperate etc.). Images should present children in a 'positive way'. Similarly, stories about children should aim to report the negative aspects of children's lives and strengths rather than dramatize the child's experience (Terre des Hommes International Federation THIF, 2015).

For researchers, photographers, project personnel, and other stakeholders informed permission is essential. Adequate informed consent must take into account the ability, disclosure, comprehension, voluntariness, and authorization. However, when participants have been made fully aware of the risks of their participation, project personnel could confirm that their declaration consent is obtained. Protecting subjects from exploitation is not simply a moral duty; it also ensures the safety of all involved parties. As a result, the collecting of informed consent remains a problem, particularly in developing countries. Journalists, in contrast to researchers, rarely seek informed permission because they believe that the public interest outweighs individual rights. These two worlds are carefully balanced by the NGO community, which employs development communication for engagement. As a result, there is a critical balance must be maintained between promoting the organization's mission and safeguarding its vulnerable people in the public relations field (Idris, 2014).

In this case, it's more than simply a theoretical argument. If disadvantaged persons come in the public eye, they may have serious effects. It is essential for non-profit organizations to have clear and effective communication materials that highlight their work with the needy while avoiding the harm to those they help. There are numerous disadvantaged groups who rely on humanitarian workers for a variety of services, including livelihood, healthcare and education. As a result, there is a massive gap in power between the two factions. Every picture subject should be regarded as an individual human being. What if informed consent isn't obtained? It's unethical because nobody can utilize the information you obtain (Idris, 2014).

A variety of difficulties, including retaliations, assaults, and community rejection, have arisen for many people, including survivors of gender-based violence (GBV) and adolescents who have spoken on the record. Those who have experienced gender-based violence and those who care for children should be made aware of the dangers (Binder, 2017).

For GBV survivors, Informed consent is obtained when a survivor has demonstrated understanding of potential known positive or negative consequences of revealing his or her information and could explain exactly how his or her information will be used, including what, if any, identifying information may be shared. Humanitarian personnel should be aware of actors who intentionally or unintentionally exploit the power differential between the interviewer and survivor, family or community members who may be pressuring the survivor to tell her story against her will, or any other factors that might make consent not truly informed. Even though in some cases, when survivors consent to be photographed, photos should not be taken to enable survivor identification (thereby putting them at risk of further abuse and/or retaliation). This equally applies to stories that will appear in the local press and those that will only be published online. Even in the few cases when a survivor's identity is used based on their full and informed consent, he/she must still be protected against harm and supported through any stigmatization or reprisals (GPC, 2014).

1.7.5. Privacy and Protection

Issues must be considered for all photographed people. (Binder, 2017). Humanitarians are advised to maintain anonymity and protect sensitive and identifiable

information to recognize potential safety and security risks to individuals and communities. Assuring that revealing the location of a person or group won't put them in danger or have a negative impact on them is another important consideration. Even when organizations don't identify or display an individual's appearance, audiences may piece together facts like location, age, address, or family members, so they should be mindful while trying to maintain privacy (SPC, 2017).

Paying attention to the location where the interview/photograph/film made with a person is very essential as well as trying to limit the number of interviewers and photographers. AMC workers / other staff should take time to gain trust before you start to take photographs or interview somebody and make an effort to make the person feel comfortable. Women often do not speak freely when men are present so do not apply pressure to get information the person does not want to conceal. Consider the impact of the visual or audio background used in the interview. What does it imply about the person and their life story? Take very good care not to endanger the safety of the individual by revealing their whereabouts when it comes to capturing pictures of kids (Binder, 2017).

1.7.6. Child-Specific Considerations

Whether internally displaced or a refugee, because of war, civil unrest, or natural disaster, in an urban, rural, or semi-rural setting, a child's vulnerability to abuse and exploitation during a crisis is much high. Families suffer multiple and severe interferences: losing their homes and livelihoods and often losing their independence and dignity when trying to obtain humanitarian relief and protection. With an uncertain future, repeated emotional stress and only minimal access to education, children are at risk of sexual exploitation and abuse (SEA), physical harm, separation from their families, psychosocial distress, gender-based violence, economic exploitation, and recruitment into armed groups forms of damage. In fragile and emergency contexts where children are affected by conflict, displacement and insecurity, organizations must specifically focus on child protection policies and programming. Images, or other similarities of children and/or information related to children that could compromise their care and protection must not be made available through any form of media communication without adequate understanding and safety of their use. Moreover, any images of children must not be accompanied by too detailed information relating to their

private addresses. If necessary, the actual name must be replaced by an alias name. Pictures or films should only be used following the child's agreement, parent, or guardian based on the purpose and shape of use. Also, local restrictions regarding the use of photographs or films must be respected. It should be ensured that pictures and images present children in a Child Protection Policy dignified and respectful manner. Children must be adequately clothed, not in poses that might be seen as sexually suggestive (WHH, 2014).

When speaking with and writing about children, it is essential to pay close regard to the rights of each kid to privacy and confidentiality, as well as the opportunity to express their views and have their voices heard in the making of choices that will have an impact on their lives.

a) The best interests of each child must take priority above any other concern, including campaigning for children's matters and the advancement of child rights, or the work of a specific organization or donor.

b) When a media creation has political, social, or cultural implications, those closest to the child's situation and best qualified to appraise it should be contacted (SPC, 2017).

The United Nations Convention on the Rights of the Child was adopted in 1989 and outlines children's rights in a number of categories. The Convention on the Rights of the Child defines universal rights to which every child is entitled, and all member governments are guaranteed to uphold these rights. The United Nations Convention on the Rights of the Child (CRC) has the most signatures of any other UN agreement. Both a list of the rights that really should be granted to children and an outline of space for children's involvement in things that affect them by the age and maturity of the kid, are included in this document (Berents, 2020).

Provisions unique to the safeguarding of children in times of armed conflict may be found in international humanitarian law (IHL). The idea of exceptional protection is spelt out in great detail in Article 77 of Additional Protocol I to the Geneva Conventions, which states: Children should be treated with respect, and they should be guarded against any kind of sexual or other inappropriate assault. They are entitled to receive the care and assistance they need from the parties to the dispute, regardless of whether it is

because of their age or for any other reason. Various aspects of the Geneva Conventions and its complementary Protocols deal with the evacuating of children, their entitlement to medical treatment, and other forms of protection from conflicts. These aspects are all interrelated. The Children and Armed Conflict (CAAC) plan of the United Nations Security Council provides a comprehensive framework for the protection and assistance of children who are involved in armed conflict. The plan is composed of twelve resolutions. The initial resolution of this plan, which was adopted in 1999 was titled "Security Council Resolution 1261," outlined the following six serious violations that are committed against children during times of war as follows: killing or injuring, recruiting, using children as soldiers, sexual violence, kidnapping, attacking schools or hospitals, and denying children access to humanitarian aid. The infrastructure for the following mandated monitoring and reporting to the United Nations of children in circumstances of armed conflict was developed as a direct response to these egregious abuses (Berents, 2020).

In 2018, the United Nations Security Council issued resolution 2427 on "Children and Armed Conflict." This resolution emphasized the need for "child mainstreaming" in security sector reform, which means "to mainstream child protection." The resolution was named after its topic" Children and Armed Conflict." This kind of terminology is often seen in United Nations agreements aimed at protecting children's rights during times of war. These are well-established systems that indicate united support for the protection of children in times of conflict; efforts of this kind are important and must be commended. However, there are important and crucial criticisms of child protection institutions that fail to effectively react to the combat recruitment of children. A child's viewpoint on war is sometimes regarded as "childish" when it is viewed as "susceptible" in conflict contexts. The most important issue for children who are exposed to violence and instability is to be protected. However, safety is sometimes overemphasized without taking into consideration the complexity of children who have lived through the war (Berents, 2020).

1.7.7. Reporting on Gender-Based Violence (GBV)

GBV reporting in emergency situations may assist in lobbying with decision-makers and communities to safeguard refugees, internally displaced individuals, and other vulnerable people, as well as help funding for comprehensive GBV initiatives.

However, it may also put GBV sufferers, their families, and those supporting them in danger if fundamental ethical and safety standards aren't taken into account (Global Protection Cluster GPC, 2015).

Media reportage on GBV must prioritize ethical and safety issues that protect survivors, their families, their communities and those who are seeking to assist them. As a result, performers who support survivors' access must place a premium on their rights and examine whether or not a story violates any of these fundamental values.

a) As a general rule, reports should not contain material that might endanger the well-being of survivors. Any personal information, such as survivor's names or family members' names (depending on the case), should not be utilized.

b) The reporting should increase awareness of gender-based violence (GBV) and bring attention to success stories of strength and resilience, for example, highlighting how survivors frequently serve as advocates and facilitators of change (SPC, 2017).

1.7.8. Confidentiality

It is crucial to reach a fair and effective reporting procedure. It is unacceptable and potentially defamatory for child abuse (and abusers) concerns to spread throughout the organization rather than being directed through formal complaints. All participants must understand the importance of following reporting lines when concerns arise. Confidentiality protects the child, the notifier, the respondent, and the organization and ensures a fair and proper process (WHH, 2014).

1.7.9. Emotional Abuse

Everyone must be susceptible to the person's vulnerability at times of trauma or distress. Continually assess how a photo/story will impact the rights, especially the safety and well-being of the person being portrayed. Never exploit a person's vulnerability at times of trauma or grief. Continually assess how this report will impact the depicted person's safety, well-being, and rights. Photos and stories should respect human dignity. Do not portray people as helpless victims. Balance human needs with hopeful language about what people are doing to help themselves. In photos, children and adults should be adequately clothed and not sexually suggestive poses (World Vision International WVI, 2004).

1.7.10.Safety: No Risk/Assessment

Media reporting on children, young and vulnerable people should never put them at risk and harm. Consult those closest to their situation and be best able to assess any materials' political, social, and cultural ramifications. AMC workers / other staff must not publish any story or image that might put the child, their peers, or siblings at risk, even if their identities are changed, observed, or not used. Ensure that the child or his/her guardian knows they are talking to a media worker. Explain to them the purpose of the interview and its planned use (UNICEF, 2021).

Before any discussion takes place, it is essential that a risk assessment is undertaken or that existing risk assessments are reviewed in light or case of any changes to circumstances. Risks should be assessed about all parties affected by the interviews and the research overall, including risks for the child or children, families, communities, journalists and staff, local partner organizations, and the research exercise altogether (Balbo & Nolan, 2015).

1.7.11. Data Protection from the Legal Perspective

The recommendations and guidelines are associated with a number of the most significant international agreements concerning data protection. (Kuner & Marelli 2020). Notably, the following:

1. The United Nations General Assembly Resolution's 45/95 on 14th December 1990.
2. The UN Principles on Personal Data Protection and Privacy.
3. The International Standards on the Protection of Personal Data and Privacy (The Madrid Resolution) in 2009.
4. The OECD Privacy Framework (2013).
5. The Europe Convention Council for the Individuals Protection with regard to Automatic Processing of Personal Data (Convention 108).

There have also been talks about other important standards, such as:

1. The European Union General Data Protection Regulation GDPR 2016/679.

2. The Data Protection Resolution and Major Natural Disasters that was adopted in Mexico in 2011.
3. The Privacy and International Humanitarian Action Resolution that was adopted in Amsterdam in 2015.
4. The International Committee of the Red Cross (ICRC) Rules on Personal Data Protection (2015).
5. The UNHCR Policy on the Protection of Personal Data of Persons of Concern to UNHCR (2015)
6. The International Organization for Migration (IOM) Data Protection Manual (2010).

The Law on the Protection of Personal Data No. 6698 was published in the Official Gazette on 7 April 2016 and 29677 numbered entered into force. Turkish Data Protection Authority was established under the same Law in Ankara (KVKK.gov.tr:2016).

Protecting people's personal data is critical for relief organizations because it is an essential means of maintaining their beneficiaries' humanity and dignity. The Resolution on Privacy and International Humanitarian Action was approved at the 37th International Conference of Data Protection and Privacy Commissioners in 2015. One of the objectives was to meet the need for humanitarian actors to cooperate to produce data protection guidelines. The Data Protection in Humanitarian Action project, run jointly by the Brussels Privacy Hub (BPH) and the International Committee of the Red Cross (ICRC), established a working group whose objectives were to investigate the relationship between data protection laws and Aid Organizations, to fully understand the impact of modern technology solutions on data protection in the humanitarian context, and to formulate proper guidelines. Due to Humanitarian Emergencies, the protection of the Personal Data of beneficiaries and workers is frequently important in order to maintain their safety as well as their lives and employment. With the usage of social media, Humanitarian Organizations may be unable to regulate the data they create and disseminate, and this might have long-term consequences. It is critical that these be analyzed using well-defined methods and risk monitoring. Despite the fact that humanitarian organizations have no control over how social media platform's function or handle data, they should nonetheless assess the legal basis for processing data they may seek or receive through social media channels. For example, images of beneficiaries

may be used in public relations operations by humanitarian organizations. Whenever someone's consent is being depended upon, that person's consent must be able to be withdrawn. Yet, once a picture or video is publicly released, the organization may lose ownership of its copies and reproductions, and when a beneficiary revokes consent, the organization would be unable to delete the content entirely (Kuner & Marelli, 2020).

Data Orally and/or in writing, subjects of data should obtain information. This should be done as transparently as appropriate and, if possible, directly to the affected persons. However, if this is not feasible, the humanitarian organization should look into other options, such as providing information online, or through the use of posters and flyers presented in public surroundings such as offices, radio channels, or group discussion sessions with community representatives. There should be as much transparency as possible for individuals whose Personal Data is being processed, so they are aware of the actions made on their behalf and the outcomes. Any information on a Data Subject shall not be released by the Humanitarian Organization's staff unless the Data Subjects and/or their authorized representatives produce satisfactory proof of identification. When there are overriding interests, access to documents does not apply. As a result, aid agencies would be unable to comply with a Data Subject's access request due to the prevailing public or other interests. Humanitarian Organizations should allow Data Subjects to have their Personal Data removed from their databases in case that:

1. The data are no longer required for the objectives for which they were collected or processed.
2. The Data Subject has withdrawn Consent for Processing, and there is no other legal basis for continuing to process the data.
3. The Data Subject has successfully objected to the Processing of his/her Personal Data.
4. The Processing does not adhere to the following laws, regulations, and policies governing data protection and privacy.

Humanitarian Organizations must provide a legal justification for each data processing activity. Organizations often use the same social media page or profile for both their charitable work and their campaigns and fundraising, which can make it hard to distinguish between them. Such situations need careful consideration of the objective of each Processing action and proper documentation of it. Clear and timely information

should be provided by the Data Controller on the Processing of the individual's data, including what data are collected (for example in order to provide a service), what data are created as a result, and why they were collected. Data subjects could use this information to make well-informed choices about which products to utilize and how to exercise their privacy rights. There is limited control over the acts stated above when Humanitarian Organizations communicate with beneficiaries via social media (Kuner & Marelli, 2020).

There is still a need for organizations to take responsibility for sharing important information to the utmost feasible. The sharing of data with data processors and other parties, especially those operating in other nations or international organizations, is common in humanitarian emergencies. Especially when data is transferred across borders or countries, data exchange and access are restricted by data protection regulations. This includes making Personal Data available outside the country in which they were initially gathered and processed, as well as to a different group within the same organization that does not have the status of an International Organization, or to a Third Party. Data sharing requires careful consideration of all of the factors listed. There must be a legal basis for data sharing, and it can only proceed for the specific purpose that the data were originally gathered or further processed. Furthermore, individuals whose data is being shared have certain legal rights and are entitled to be informed of those rights. Once again, platforms' privacy and data protection rules are subject to frequent revision, making it impossible for consumers to know exactly what data is being collected and handled, for instance how they were used and with whom shared. Social media platforms create a variety of concerns for humanitarian organizations, and it is not obvious what information organizations should disclose to Data Subjects about these risks. Humanitarian organizations should educate their beneficiaries about the Processing activities they are involved in — for example, why they are using social media and how their information will be used and for what objectives. There are a number of ways in which humanitarian organizations may safeguard their beneficiaries' personal information, such as using secure passwords and restricting access only to those who really need it (Kuner & Marelli, 2020).

1.7.12. Social Media Guidelines

I/NGOs take the following steps to prevent harm through social media platforms and digital technology, including photographs/videos/audio, stories, articles, or other communication materials):

    a) Posted media materials on social media or digital technology do not contain an individual's family name or personal location/address.

    b) Material is not geo-tagged to precise locations if it contains any individual's or household's personal information.

    c) Personal information captured, stored, or sent through electronic, online, or mobile devices is password protected.

    d) Whenever possible, measures are taken to prevent electronic copying of photographs without permission (utilizing digital watermarking and right-click disable functions. Etc.) (SPC, 2017).

Children have the right to control their stories' narrative and be represented with dignity and respect. The use of images or videos of children and details about their lives for media, advocacy and other purposes must never include pictures, video, or information that would allow a child or children to be identified, particularly by ensuring that a child's full name, specific location and image are never combined (SCI, 2020).

All humanitarians should be aware that posting images or other material on social media carries the same danger as doing so in traditional media or on official websites of organizations they support. Respect for the dignity, privacy, safety, and rights of every individual is always maintained. Always get the beneficiary's permission (ideally in writing) before using any of their images or stories, especially those of women or children, and never reveal their identify or whereabouts without their permission. Always get parental or guardian permission before doing anything on behalf of someone who isn't yet of legal age. If the woman, the kid, the siblings, relatives, or classmates are placed at danger even if their names are altered, hidden, or not utilized, do not publish any narrative or photograph.

    a) Make sure people you talk to or take pictures of know they can withdraw to have their name and/or picture used.

b) Hide the person's name and/or facial features if the person being interviewed or photographed asks you to or if the situation requires for it.

c) Do not disclose their whereabouts, even if it's asked by them, or if it's necessary for security reasons.

d) The interviewee or picture subject should not be stigmatized or subjected to violence in any way during the photography.

e) All survivors' right to privacy and confidentially, as well as their participation in decision-making and protection from danger, must be respected while interviewing and reporting on GBV survivors.

f) Every child must be put first and primarily, regardless of whether or not a specific organization or donor is involved in promoting child rights or advocating for children's concerns.

g) Inform the person that refusing to participate will have no effect on his or her ability to receive assistance, support, or aid from a humanitarian group.

h) Make clear to the respondent that participation will neither aid or hinder their access to assistance and that they will not be paid for participating.

i) Don't post pictures or information that could be used to find out who people of concern are on your personal social media pages (GPC, 2017).

1.8. Why Do Violations Stick to Humanitarians?

Given the recent humanitarian work experience in Syria, and the conditions that Syrian NGOs worked under were imposed many challenges, and their inability to reach a state of stability, some mistakes occurred during the beginning of their work; A mental image was formed from a group of impressions of the famous incubator in general and the institutions in particular regarding experience, some negative and others positive (Syrian Dialogue Center SDC, 2021).

1.8.1. Limited Professional Media Access

Non-governmental organizations (NGOs) have emerged as a critical source of information from war zones and humanitarian crises since many news firms have slashed their international media expenditures. The conventional media news sector is losing advertising and subscriptions, which is putting growing pressure on journalism's

revenue model. In addition, new competitors are always appearing. Journalism that focuses on international affairs has been one of the most notable victims of this scenario due to the fact that its immediate relevance to local audiences is harder to explain, and its costs per output are higher due to the expenses associated with travelling, insurance, equipment, insurance, and local access and security. When media organizations operate overseas, they are forced to close down their offices and instead depend on junior freelancers, local reporters, or even purchase material from news agencies. NGOs often play the role of logistical facilitators and support facilitators, offering background stories to reporters on short-term assignments who may lack previous reporting expertise. It should not come as a surprise that NGOs have become an important source of journalism because of factors such as a decrease in trust towards government officials or any other authorities in countries that are riven by conflict and the increasing resources earned by NGOs. On the supply side, NGOs often use the expertise and resources of other organizations to assist pay travels for journalists to conflict zones. It had made it possible for them to recruit communication specialists at every level, including some people who had previously worked as journalists, which allowed them to professionalize their external communications and develop a network. Meyer, Sangar, and Michaels forecast that the level of influence that NGOs have on the content of the media would likely be at its highest when:

a) Due to the unacceptably high level of safety concerns, journalists are unable to immediately report on the situation.

b) The lack of financial means inside media organizations prevents them from being able to hire seasoned correspondents and provide adequate logistical assistance for their reporting travels trips.

c) There is a lack of faith in the ability of political players to offer accurate information on the conflict.

d) NGOs have personnel on the ground who are able to carry out scientific investigation.

e) (NGOs) have put a significant amount of money and effort into professionalizing their media and communication efforts.

f) NGOs have built up a significant level of reputation in recent years as credible source.

Foreign reporters become more costly when newsrooms and budgets contract, and the regions they are supposed to cover disappear from publications and websites. For journalists, NGOs may serve as an entry point and a source of content in this circumstance since, in the words of some, they could provide photos from local personnel or wholesale stories to media outlets that contain a whole package of resources and context (Global Director of creative content, Save the Children). This enables non-profit organizations to respond to crises more effectively. NGOs, on the other hand, may find themselves constrained in their communications and agenda-setting techniques due to their continuing concern with the ethics of representation. It's regularly underlined a special concern with dignity and permission as the cornerstone of their ethical work. Images that exhibit a significant amount of "pain" or "gratuitous shock value" will thus not be considered for specialization on this basis: People must be represented not as helpless victims but rather as engaged individuals with dignity (Are, 2018).

1.8.2. The Defect in the NGOs' Commitment to Humanitarian and Documentation Standards

This point raised criticism and negative impact on the work of organizations and the required mechanism that maintains the dignity of the beneficiary and enables the organization to obtain the required documents. Many workers in humanitarian NGOs consider that the organizations made such mistakes at the beginning of their work. Still, many began to develop documentation tools related to the beneficiary's dignity, but this does not mean that breaches no longer exist. Many new organizations and teams may resort to documentation methods contradicting human dignity. At the same time, circumstances may sometimes dictate - especially in emergencies - the delivery and documentation of assistance to the target group, regardless of the method, given the work pressure. Focusing on the media coverage of the project and exaggerating it, and not taking into account the quality and perfection in the implementation on the reality. In addition to negative interaction with criticism and comments received on the organization's pages, and by deleting, mocking or denying them, and maintaining only positive comments. Also, the immediate action of the cases that received media coverage and the exaggeration of interest in them, with the presence of many similar issues, then the failure to differentiate between photos and documentation required for the supporter

and the photos prepared for publication, and to publish pictures that insult the dignity of the needy people (SDC, 2021).

1.9. The Impact of Media on People (Including the Vulnerable) During the Crisis

1.9.1. Positive Influence

In an emergency, communities want to engage with those who can help them. For example, people who have experienced trauma simply would share information and tell their story to everyone worldwide and let responders know their issues and challenges. They hope that aid providers can stand with them quickly and provide info so the others can be helped. In turn, survivors naturally would love to be listened to. Social media platforms create a space for this dialogue and foster this two-way engagement (Iacucci & Barrow 2013).

Because there is revolutionary growth in every sphere of life and mainly in the media and communication world, media today plays a crucial role in the development of society. Thus, the position of media in the protection of human rights cannot be ignored or minimized. The media is a communicator of the public. Today, its role extends to giving facts as news and analyses and comments on the facts, thus shaping people's views. The impact of media on society is beyond uncertainty and debate. The media has set its social, political-economic, and even cultural plans. Media can play an essential role in protecting and promoting human rights globally and make people aware of the need to promote specific values in the cause of human rights, which are of eternal importance to humanity. Peace, non-violence, maintenance, and promotion of environmental balances and ensuring human rights to all irrespective of caste, color and faith should be the minimum common agenda for the media. The media could perform this role in diverse ways, make people aware of their rights, expose their violations, focus attention on people and are areas in need of human rights protection, and engage in their cases until they achieve them. Media can also publicity the individuals and organizations involved in securing human rights. This will encourage as well as motivate others to do similar work. The media could inform and educate the people of their rights and suggest ways and means by which they can solve their problems—also empowering them to protect their rights. Since media plays the role of communication between the

nation and the public, it can also effectively make the authorities aware of their duties (Ray, 2007).

This accountability system is crucial: the media highlights key topics like corruption, which could otherwise go unrecognized or ignored. The media also plays a crucial role in urging governments to take action on social protection policy, even though stories regarding refugees may reinforce preconceived notions in some quarters, they are also serious danger that must be addressed, such as poor and bad living conditions or lack of access to services, the citizenship status of migrants, the response of local communities to their settlement, etc. Other media efforts have effectively enhanced the participation of formerly disadvantaged groups by providing them with the ability to voice their perspectives. Positive outcomes have also occurred from the introduction of channels that enable the breakdown and reimagining of prior knowledge in ways that emphasize shared interests beyond warring borders. According to one Palestinian project, media training and outreach efforts are being used to promote gender parity in the occupied Palestinian territories. Through the initiative, local media professionals in various areas were connected, trained, and equipped to produce, publish, and broadcast programs focused on women's concerns. This program also strengthened the bonds of cooperation and communication among women leaders and media professionals. Women leaders and public information supervisors in media advocacy campaigns received training in media presenting skills. Women's groups and television and radio stations were able to create long-term connections, allowing them to continue exchanging information and informing broadcasts (Sen, 2011).

1.9.2. Problematic Impact

The media's new role today is reporting, analyzing, and commenting. It faces a challenge in playing the role of protecting human rights in the world. While playing this new role, there is a risk of its misuse. For that, self-regulation is the need of the hour. Since media – including social networking platforms- is the mirror of society, care should be taken that the mirror is not hazy. Mere reporting of the facts is not enough. It should give reasons for the problem and the nature of the violations and then provide solutions (Ray, 2007).

Nevertheless, the media can also, in some cases, become an instrument for the dissemination of false and inflammatory messages and values that do not promote respect or well-tempered dialogue and discussion. Negative news can divide communities and help perpetuate the stereotypes that nurture violence. Conflict sells newspapers and draws audiences; therefore, the media focuses on it. This implies that extreme points of view gain attention instead of the majority's more tolerant and balanced views (Sen, 2011).

In a direct online communication made in the research with Mr. Ahmed Salem– The Child Protection Specialist in Emergencies and The Arabic Help Desk Coordinator - Child Protection Area of Responsibility (CP AoR) which is supported by CPC and UNICEF - considers that the vulnerable groups in Syria northwest mostly represented as powerless victims. However, some humanitarian NGOs are representing them as survivors, but these are the minority or the exception. They are not receiving an adequate safeguarding in the field of social media representation since their personal and sometimes sensitive information about individual, identifiable persons can be easily found everywhere on social media platforms. "My experience in the field has taught me that there is a general gap and violations during implementation do largely exist." Mr. Ahmad said Commenting on a question whether this issue is limited to providing a safe representation on social media, or also there is a gap and violations during the implementation of humanitarian services, communication and dealing with these categories. Mr. Ahmed provides his thoughts and experience on several additional questions in this regard which are listed below:

1. *What are the repercussions of not following protection policies in the media field (approvals, safety and security standards including communication and speech, data use? Etc) on women, children, and people with disabilities during the media process?* The consequences can be serious. I have witnessed many of these ranging from general annoyance to people being killed because of lack of media standards.

2. *What are the psychological and emotional effects on children and the rest of the groups that are photographed and published in ways that violate standards and policies?* Obviously, these can vary. However, without assessing these and ensuring proper safeguards, effects can be abusive.

3. *Do you think that there is a positive impact of social media on the vulnerable groups in terms of advocacy and highlighting their rights and issues?* Absolutely yes. Yet, if the principle of do no harm is not followed and if standards and safeguards are not implemented, social media can do more harm for some people than good.

4. *To what extent are the protection and coordination bodies operating for Syria responsible for that and how they could provide control and monitoring to humanitarian social media platforms?* They certainly have a responsibility to raise awareness about these issues. However, it is not in their mandate to monitor the implementation of media standards. This is the responsibility of each NGO.

5. *Any quotation you would like to add?* "The use of media is becoming increasingly widespread and proper safeguards, standards and policies need to catch up with this reality because delay is certainly causing harm especially for the disadvantaged individuals and groups." Mr. Ahmed said.

Rozana Radio's site started its article on a dubious occurrence in Syria with the headline "The Financial donations cause the death of Abeer and her brother in an Idlib camps." According to the story, the security apparatus of Hay'at Tahrir al-Sham arrested two young men who stabbed a woman and her brother to death in a camp near the border town of Atma, north of Idlib, for theft. Where previously, a video recording spread about the family of four people, the orphan girl "Abeer A", and her sick mother, in addition to two young men, one of whom has a disability. The girl talked about the difficult living conditions they are going through in the camp, with the aim of securing assistance for them. Media activist Abdul Razzaq al-Ahmad told "Rozana" that the two young men killed Abeer and her brother two days ago in a camp near Atma, stressing that they were relatives of the family, after knowing that there was a large sum of money, which was recently donated to them. Al-Ahmad added that the disabled brother was a witness to the incident, and he was the one who exposed the killers, when they were present during the burial ceremony, where they admit to the crime, after they were arrested (Rozana Radio, 2019).

In another report on the incident, Enab Baladi news agency mentioned that the security apparatus of the "Salvation Government" in Idlib arrested four suspects in the murder of a girl and her brother, in a camp north of Idlib. Abeer and her brother Ahmed were stabbed to death by four people after receiving of a sum of money in support of Abeer and her family who were displaced from the eastern countryside of Homs, after the spread of a video recording showing their deteriorating financial condition in the camp (Enab Baladi, 2019).

Many platforms on social media have published the video, in the form of humanitarian appeal to a poor family. It is clear from the video post that all family details are mentioned in terms of the exact address at the governorate, village and camp levels, names, surnames, and personal photos etc.

1.10. The Syrian War and Humanitarian Crisis

The ongoing conflict in Syria continues to be one of the most complicated humanitarian crises in the world. It has resulted in the displacement of hundreds of thousands of people, one of the worst refugee crises in modern history, and widespread destruction of agricultural and civil infrastructure, including homes, schools, hospitals, and water supply systems. The number of Syrians in need of humanitarian aid has risen by 21% since 2020 to 13.4 million, and the country's economic downturn has left almost 90% of the population living below the poverty line. The damage that is wrought on the ground is just going to become worse. It is estimated that more than half of Syria's population has been internally or externally displaced, with more than 100,000 people still missing after being unlawfully detained. More than 1,350 attacks against education, medical facilities, and people have taken place throughout the decade-long conflict, which has inflicted immense hardship on the civilian population (HNO, 2021).

Because over half of Syria's children have never experienced anything other than a life filled with conflict, and because it is anticipated that 2.45 million of them will be absent from school in 2020 alone, the whole generation is in danger of being lost. Unaddressed long-term trauma creates a mental health disaster. Frontlines haven't

shifted in a year, but daily shelling and rocket fire along contact lines continue to cause civilian victims. Since the beginning of the crisis, the economy has suffered losses that are beyond recovery. There was a sixty percent decrease in the country's gross domestic output. Since October of 2019, the value of the Syrian pound has decreased by 78%, while inflationary pressures have caused prices for essential products to reach an all-time high. This economic downturn has been advanced by the COVID-19 pandemic, which has further reduced the already limited number of opportunities for generating income in a context in which it is estimated that fifty percent of the workforce is currently unemployed. Additionally, the pandemic has reduced the access that women and children have to vital services, such as screening for malnutrition and maternal health. Owing to global and regional economic decline, remittances that millions of Syrians and especially IDPs depend on are already dropped from US$1.6 billion in 2019 to $800 million in 2020 (HNO, 2021).

The destruction caused as a result of a serial and direct bombing of the Kafr nobl Surgical Hospital in Idlib countryside.
Photo Credit: (HIHFAD,2019).

Half of all health facilities in the country are either partly or completely unusable as a result of the war, they were all affected by the COVID-19 pandemic. Conflicts continue to wreak havoc on civilians, resulting in the displacement of vast numbers of people as well as the loss of vital services, insufficient housing and shelter alternatives,

and several particular protection threats and concerns. Conflict-related displacement in early 2020 created more needs for IDPs, returnees, and host communities in Syria, especially in North-West Syria (NWS). However, the effects of the economic downturn, such as the loss of income and livelihoods, sharply decreased purchasing power, and the inability to pay for food and other essential goods, have made the lives of people who were already in humanitarian need even worse (HNO, 2021). Six million children were born since the start of the conflict. Humanitarian actors work harder every year to respond to the constantly rising humanitarian needs in a continuously challenging environment. Of the 4.2 million people in NWS, 3.4 million people need humanitarian assistance, a third of them are children. 2.7 million people are IDPs, with 1.6 million (80% women and children) living in camps or informal settlements. Also, 49% of households in NWS are headed by a member with disabilities (Syria Northwest NGO Forum, 2021).

The suffering of the displaced in the camps of northwest Syria in securing their basic necessities.
Photo Credit: (HIHFAD,2020).

With women and young girls bearing the brunt of harmful and discriminatory gender norms, such as gender-based violence, the crisis continues to have a disproportionate effect on them. Men and boys, on the other hand, are exposed to greater dangers, such as arbitrary arrest, recruitment, and the use of explosive ordnance.

Worsening living standards and increased harmful coping strategies have led additional population segments to develop life-threatening physical and mental health needs. These include a 57% increase in food-insecure people to 12.4 million (up from 7.9 million in early 2020). Of these, 1.27 million people are considered food insecure severely – twice as many as in early 2020. In accord with this trend, malnutrition rates continue to peak, with more than 500,000 children under the age of 5 chronically malnourished and 90,000 acutely malnourished. Mental trauma is widespread and under-assessed but sure to have long-term implications across all population groups Twenty-seven per cent of household's report signs of psychological distress in boys and girls, almost double the 2020 figure (14%). Critical protection needs a stick and has been worsened by the COVID-19 pandemic, including gender-based violence (GBV), with women and girls across the country reporting that it has become a feature of everyday life. One in two people in Syria is estimated to be at risk of explosive ordnance; needs for humanitarian mine action interventions, particularly survey and clearance activities, are therefore significant but currently not met at scale (HNO, 2021).

At Since mid-March 2021, almost 47,000 cases of COVID-19 have been documented in Syria, including an estimated 1,972 deaths, severely stressing the health system and limiting access to both emergency and non-emergency treatment. In 2021, the humanitarian needs of the Syrian people were growing wider and more linked, so they needed a full response from all sectors to save lives, keep people safe, and stop more suffering. The Global Peace Index asserts that Syria is the second least peaceful country in the world (GPI). But since the Russian Federation and the Government of Türkiye signed the Idlib cease-fire agreement in March 2020, active fighting has slowed down a lot compared to when the crisis was at its worst, and large-scale displacement has also dropped down significantly. While monitoring agencies report that casualties are now at their lowest levels since 2011, this year marked the first time in the history of the crisis that control regions did not change at all over the course of a year (HNO, 2021).

The situation of Idlib camps in Syria northwest the day after the floods and heavy rains. Photo Credit: (HIHFAD,2021).

1.10.1. The Recent Statistics of the Syrian Crisis

a) On average, there were explosive occurrences per day in the year 2020.

b) It is believed that fifty percent of the nation's health care workers have left the country.

c) As of the 23rd of March in 2021, there were 47,812 confirmed cases of COVID-19.

d) It is estimated that close to 90 percent of the population lives on less than the official poverty threshold. It is anticipated that 60-65 percent live in severe poverty, which is an increase over the 50-60 percent who did so in 2019.

e) A decline in the value of the Syrian currency of 78 percent from the month of October 2019.

f) There were 28 attacks on healthcare facilities and 61 on educational persons and institutions in the year 2020.

g) In the year 2020, there were a total of 2,059 civilian casualties; more than half of them were children.

h) It is believed that one-third of all settlements with a human population are polluted by explosive ordnance.

i) The United Nations recorded 813 occurrences in which children were recruited or used in armed conflict in the year 2020.

j) Only 58 percent of hospitals and 53 percent of primary care clinics are operating at full capacity.

k) In the year 2020, there were 2.45 million children who were not in school (a number estimated to have increased since).

l) There are already 1.9 million people living in informal settlements and planned camps, which represents a twenty percent growth since January of 2020.

m) In September of 2020, a household's food expenses accounted for 51% of their total income on average (HNO, 2021).

The situation of Idlib camps in Syria northwest. Photo Credit: (HIHFAD,2020).

1.11. The Summary of Theoretical Framework

Throughout the foregoing, it shows in detail the nature, fields, and levels of civil society organizations, their roles, and the impact of their interventions in building societies and responding to disasters and humanitarian crises. What does crisis management do, and who initiates relief for those affected? Simply, it is not possible to imagine civil society organizations, especially organizations that work within the humanitarian response (governmental, non-governmental, local, and international) without media, communication, and advocacy. They are essential aspects and pillars for

its continued existence and to display their impact and role in people's life. For decades, and considering the digital development including social media, the media, both mass/public and private that are owned by itself, have been considered indispensable means in their various effectiveness.

The media does not only serve those working in the field of humanitarian crises, but today it has become one of the tools that communicate the voices of people affected by wars and disasters, in addition, it is a major means of communication and advocacy between the service provider (humanitarian responders) and those served (direct and indirect beneficiaries). Just as the positive media content has a direct impact on decision-making, changing it, or advocating for the voices of vulnerable groups of society, mismanagement of media content contributes to the demolition of every effort and trust that's been built in the humanitarian response of NGOs and their relations with the serving communities. For this reason and other objectives like the importance of the messages conveyed and presented from the media content and platforms, the UN and its institutions, governmental and NGOs, human rights laws, agencies, and experts in the humanitarian field, also based on the axis of providing integrated protection for people in various circumstances and categories, have all set many basic international standards for humanitarian work, on top of the media side. It all revolves around preserving human dignity, not stigmatizing people, not harming them, obtaining informed consent, respecting privacy, protecting children, women, and people with disabilities, confidentiality and personal data, and even emotional exploitation and not putting them in any danger and risk.

Photography, videography and humanitarian stories, publishing, and media materials on social media in humanitarian crisis are among the most sensitive issues - this is helped by the power of digital communication and the massive use of social media platforms by people today- it may reach the point of huge danger and risk of people's life in some regions of the world such as Syria where nearly half of the pre-conflict population remains in displacement. Over a third of those displaced inside Syria have a disability (UNAP, 2020).

Conflict-related breakdown worsens the vulnerability of women, children, and people with disabilities. In vulnerable communities impacted by humanitarian crises, social media and locally generated content should be monitored for "community

protection.". Humanitarian work principles and standards must be applied, and procedures followed. However, there should be no tolerance in these regulations that have been formulated and adopted internationally, as reports and information in Syria indicate violations in this regard and a state of societal tension and lack of awareness by some parties that have negatively contributed to the reputation of civil society organizations after the Syrian war and its disastrous effects on the country and Syrian society.

1.12. Related Studies in the Field

Previous researches in this field indicate that the institutions of the United Nations, international organizations, and western approach in particular, are the ones who present and issue studies on civil society organizations or vulnerable communities safeguarding according to the crisis areas. Some of them conducted in the Arab region are the basis for the work of local organizations. In recent years, international institutions have begun issuing and circulating multilingual versions of their policies and training local partners on them. However, they focus on technical aspects and guidelines rather than investigating NGOs performance or documenting incidents scientifically and coming up with results and recommendations.

Based on what was previously mentioned about the recent history of Syrian local organizations, being recent after the conflict that began in the country, in addition to the government's control over decades, all of this had not allowed for scientific methodological studies that deal with the culture of humanitarian work in general and include the community media rights aspect. This the main reason why research is poor or delayed with the onset of the Syrian conflict. On the other hand, many of the global studies available on media issues, communication and humanitarian advocacy are more from the perspective of mass and press media in covering wars than dealing with the rights to represent societies in this media or, the modern social networking sites.

Throughout the decade of Syrian conflict, the development of local humanitarian institutions' performance and their direct contact with the international and United Nations institutions emerged. Tools, time, resources and sufficient expertise to provide awareness to the community to contribute to protecting itself, as it focused on achieving response more than quality. At the same time, the in-depth study of issues related to the

Syrian humanitarian crisis from the locally perspective is also somewhat recent, during the past few years it was noted the spreading of studies related to the Syrian humanitarian work were conducted by many students. Their research investigates many aspects of Syrian civil society institutions, including those relevant to political rights issues such as detainees' files, humanitarian such as human resources, economic such as funding, and others. However, the media's rights and duties towards the serving society were rarely discussed, and the performance of these organizations and associations during these years was not well surveyed or lessons learned. There are very few research that address this issue, but not mainly but on the sidelines of other issues.

Recently, many international humanitarian institutions started to review and update their policies related to social media that represent war-affected communities in accordance with the Personal Data Protection Law and the emergence of many incidents that directly affected people's lives that requires identifying gaps and ensuring their control, this has been impacted and reflected directly on local institutions that have begun to develop their expertise or attract consultants, develop protection policies, all of that has not yet been optimally reflected in the literary and scientific aspect. What supports this is the fact is many Syrian local associations refer themselves to Islamic religious references, personalities, and seminars in order to obtain reliable fatwas or at least the legal and human rights perspective, as it is one of the recent issues which it has a benefit and harm aspects, also there is no detailed refutation was issued about it, but rather press reports or articles of jurisprudence, not studies and detailed investigation. All the scientific content on this subject relied only on the descriptive aspect in analyzing the issue of representation of vulnerable groups on social media, while this thesis outweighed the mixed approach, quantitative and qualitative on more than one level of participants using various data collection and analysis tools in a way that supports the process of investigating this topic.

2. FINDINGS

2.1. The External Observation of Local and International NGOs on Media Representation of Disadvantaged Groups

In this research, an external in-depth observation process was conducted at the media and social media platforms levels on media relations with the community, published reports and recorded incidents in connection to the issue of Syrian war-affected people's social media representation by humanitarian institutions and workers. More than 20 official reports on human media rights issued by various media agencies working on the Syrian contest have been spotted. The reports confirm a real problem in the representation of the Syrian community in terms of adherence to the humanitarian standards in the media field during humanitarian response. These media reports do not include the number of publications on social media by community individuals and their massive interaction with any violation that occurs to the media. Too many numbers of social media posts by community members, mainly on Facebook, commenting and criticising how aid providers are representing them.

Dozens of humanitarian and aid organisations are spread over northern Syria, which, according to their names, are concerned with all aspects of life, from relief, medicine, education, shelter, and even entertainment aspects. These organisations receive their support from various sources, the most important of which are the United Nations organisations, the support of business people and in other cases, from individual donations. Still, with the considerable number of these organisations that activists have counted with about 105 organisations, hundreds of thousands of displaced people are suffering from cold, hunger and homelessness. According to the Syria Response Coordinators team, the statistics indicate that there about 800,000 displaced people are living in camps. The number of arrivals and displaced persons to the liberated areas has reached 830,000. In comparison, two million and two hundred thousand from the indigenous people reside, with a few thousand Palestinian and Iraqi displaced persons, which raises questions about the mechanism of work of this number of organisations, their feasibility, their transparency, and the nature of their work (Zaman al Wasl Newspaper, 2021).

Tammam Abu al-Khair, who wrote a report entitled "The Ethics of Giving. How do we give charity?" on Noon Post Newspaper, said that "The camera has become present in every aid activity, without taking into account privacy and not respecting weakness, even if it is understood sometimes to photograph distribution activities to document work and ensure transparency for institutions to keep pictures as documentation of their archives or to provide them to donors in particular, what often happens A humiliating display of those in need is a grave violation of the values of giving and the morals of benefactors" (Abul Khair, 2021).

Hiber newspaper, under the headline, "This is how an organisation deliberately humiliates the Syrians!" added that "it was monitored on a Facebook page of that organisation displays many photos and publications with the people while providing them with humanitarian aid in an inhumane and humiliating manner including Syrian children." (Hiebr Newspaper, 2020). Syria24 News Agency says in a report entitled "Humanitarian Aid, The Dilemma of the Displaced in Front of the Camera and Demands for Respecting People's Dignity!" "It spreads in the month of Ramadan especially, dozens of videos documenting humanitarian work in northern Syria without any regard for human rights sanctioned by laws The international community, where most of the abuse of the displaced and the displaced appears." (Syria 24 Agency, 2020).

Enab Baladi News Agency, under the headline of "Syrian's livelihood exploited for media promotion, what are documentation limits for relief organisations in Syria?", says that: "The adverse effects of the non-professional photographing of aid recipients are not limited to humiliating the person who appears in the visual documentation materials, but often the public exposure of a human being as a person in need before the surrounding community causes psychological and social damage. The consultant psychiatrist Dr Jalal Nofel told Enab Baladi in a previous report that the supposed aim of assisting those in need in times of crisis is to empower them, not show them weak or helpless. Nofel added that this behaviour, when repeated, could cause the "beggar psychology" for needy people. They can develop long-term negative feelings against the charitable entity that dehumanises and degrades them, for these entities intended to depict them in a vulnerable position. As for children, Dr Nofel said that this improper depiction of children might develop a sense of shame and embarrassment for them in

the future. They might sense injustice and negative feelings towards their parents for agreeing to portray them in such humiliating conditions." (Rahima, 2020).

In the opinion of the relief activist and poet "Hani Al-Arfi", "The issue of photography during the distribution of aid has its negatives as well as its positives. Like international institutions, for example, they have an integrated staff, including a media team that improves photography. The pictures at that time are like a beautiful message through which the Syrian person does not feel humiliated, or at least relieve him of this feeling. When you take a picture of a beautiful child, like in the Zaatari camp or inside Syria, smiling or having fun despite its suffering, you find interaction to the extent that some institutions launch a campaign with their slogan, the image of this child. However, many people and personalities who got involved in relief work showed many Arab and Western societies that the Syrian people are hungry, humiliated and are looking even for bread." (Al-Rifai, 2014).

Ahmed Maarouf, a wounded Syrian revolutionary, believes that "Distributing aid to the Syrian people by relief and charitable associations deserves thanks, but it goes beyond doing good when these associations photograph those who receive their aid from families and publish their photos to encourage others and prove their charitable work and that they are credible. They are thus striking the wall of honour and dignity of the same families." Maarouf added that "Publishing pictures through social networking sites is considered a breach of people's privacy and is offensive to children, especially children, for reasons that are primarily due to their psychological factor. Children, of course, do not realise the results of these pictures and publish them at the time. Still, when they grow up, they will see their pictures and see what childhood they lived in and what country they lived in His world every morning, and when they go back to their previous schools, how will they face society when one of their friends tells them that I saw your pictures on the internet and you were receiving aid" (Al-Rifai, 2014).

Some consider that these violations are not made only by humanitarian workers but also by local media reporters, activities, or content creators. There is a prevailing belief that it is for the personal benefit of those working on helping the affected people, whether they are institutions or individuals. Mahmoud Othman, a displaced Syrian in one of the camps in northern Syria from the southern countryside of Idlib, considered that "Syrian YouTubers' initiatives in the camps are a good opportunity to help their

residents, and that any initiative, no matter how simple, helps alleviate the suffering of the refugees. In my opinion, if the goal of YouTubers' campaigns is to help people, then they are positive campaigns," explaining that he "personally knew that some of the aid from these campaigns reached the camp residents." Othman called for children not to be photographed in front of the aid provided, considering that this "violates their innocence." (Enab Baladi Newspaper and Rozana Radio, 2021). In general, individual, and small community initiatives lack oversight mechanisms with verifications supporting the beneficiaries (Enab Baladi, 2021).

The preliminary analysis of the investigation indicates that part of the violations was carried out by individuals who are not affiliated with humanitarian institutions or charitable societies. Still, individuals (community representatives, media professionals, etc.) have contacted supporters or donors' relatives. They do not have any responsibility or legal responsibility to submit to the social or moral accountability system. Thus, it was easy to photograph the beneficiaries, post their videos on social media, and commit violations. Many media reports or activists' publications have been spotted even in such cases. It is worth noting that these cases have negatively affected the reputation of humanitarian organisations because society looks at everyone who provides help with one look since those who assist institutions or individuals have the same common point, which is power, influence and authority. Sometimes those individuals are indirectly affiliated with organisations or have joint work to carry out an aid activity to support that charity. In terms of measuring the retroactive impact on the organisation and the individual after committing these breaches, it is estimated that the damage to the organisation is much more significant than the negative impact on the individual who committed them. This is clearly because the institution is affected on several levels, which will be mentioned in detail in the subsequent sections of the research. The study indicates that popular pressure and anger spread on social media has directly contributed to highlighting these cases, and thus their reach to decision-makers and stakeholders in the region. As a result of its broad reach, media agencies published it on their platforms as local community news, which hurt the person who committed the breach, some of whom were prevented from practising media work in the region.

Facebook accounts circulated recordings showing the identity of some of the beneficiaries of these funds or aid distribution operations marred by transgressions

affecting the humanity of the beneficiaries. A video recording showing a man offering money to an older woman lying on her bed, looking tired, provoked angry reactions on social media platforms, especially since the recording shows the face of the older man and the front of the mediator, who mentioned in the recording the title of the donor of that aid. Activists also criticised a videotape of a man giving 2,000 Syrian pounds to a veiled girl, asking a five-year-old girl to go into it to get five thousand pounds (one dollar corresponds to 1,500 pounds). (Bzanko, 2020).

Activists circulated a video recording showing media reporters filming displaced Syrians in the north in shameful ways, such as filming a woman and her children searching in a garbage container. Subsequently, the Syrian "Salvation" government operating in Idlib issued a statement on Tuesday, April 27, 2021, suspending him from media work for violating introductory provisions of the media law and confiscating his equipment for ten days for not having obtained a license to practice journalism and media from the Directorate of Press Affairs in the General Directorate of Information. His case will be referred to the competent authorities if he does not comply with the restrictions imposed by the government (Enab Baladi, 2021). The organisation supporting the activity took the initiative through its Facebook page to stop the aid distribution program linked to this video that the method of filming does not represent the charity principles. It was not requested to conduct the documentation process in this way. The study externally monitored 20 local NGOs and 10 INGOs. Local NGOs' observation was divided into A and B, while the INGOs part were covered in one group which is C. The focus of the research was on the number of years of experience of the NGO in processing the external observation, since it was confirmed through the general framework of humanitarian institutions, that the experience progresses and violations decrease with the progression of the number of years of experience, expansion regionally and internationally also considered as major factors following international regulations and legal standards in this field. It is certain that there are many associations whose establishment takes a long time and does not find growth in their performance, also that many associations are established directly in an attempt not to commit any breaches due to previous experiences in the same field with other organizations of those who founded the NGO newly. The historical approach to the establishment of the NGO, along with the technical evaluation of the organization's performance on social media and

humanitarian content, clearly indicates the extent to which is committed to humanitarian standards and policies, and internally applies the necessary procedures at the forefront of its priorities the beneficiary safeguarding and community privacy side by side of its reputation.

2.1.1. Group A

This group represents 1st ten observed local NGOs who expected to have the low media procedures and performance by committing breaches of humanitarian media standards and policies while providing humanitarian aid in Syria on social media platforms. The list of these ten organisations and charities monitored in this group was not mentioned to not defame their details. Many charities exceed the mentioned number that matches the specifications and the results below. Therefore, it was limited to analysing its media relations with community representation. Some local Turkish NGOs that provide humanitarian services in Syria fall into this group. The results for these charities were as follows:

a) Most of the breaches committed are against the vulnerable group of women, children, persons with disabilities and displaced people.

b) Most of the charities are local NGOs in the early years of their operation or local branches of newly established organisations with a name that operates internationally.

c) Through the impressions of the photographed/ interviewed beneficiaries and the negative impact of the violations committed, it is clear that these local NGOs have not obtained people's approvals for both the filming and publishing process.

d) All breaches clearly show people's faces and personal data without regard for their privacy.

e) Most of the violations were taken either in areas of overcrowded IDPs or during the distribution of in-kind aid to the needy.

f) Most breaches show that the photography or filming was in the deliberate arrangement of the position and the conversation with the photographed/filmed persons, and they display not spontaneously.

g) The main objectives of photographing and publishing in that way are to highlight the charity's work or make fundraising.

h) All violations received a widespread societal rejection on social media; the impact was based on the level of the breach and the institution's reputation among the community; some of the reactions were in the form of denunciation statements from local government and agencies media parties, activities.

i) In their social media posts or conversations with vulnerable people, most of them use or oblige the recipient to express direct thanks and gratitude disrespectfully. Many non-policy expressions include using exaggerated and direct pleasing language with people's data and location.

j) This group includes organizations or associations whose establishment period exceeded 5 years, but they work with the same media and performance system, and have not undertaken the process of development, they sought to maintain the survival of the institution and the continuation of activities at a minimum.

k) The NGOs that were monitored in this group includes morally institutions and organizations that came under the other groups that have significantly developed their work, but they had passed the same stages in terms of not having policies and committing breaches mainly in the early stages of their establishment, although they are now pioneers in this field.

The results of external monitoring indicate that the community has become accustomed to seeing such violations, as it seemed that one of the ways to address and criticise this is to ridicule through the production of videos that mock how aid is provided to the community. This dangerous indicator reflects the degree to which society has viewed this matter. It refers in one way or another to interrogative questions about the nature of the relationship of responders to humanitarian crises with the community and the extent to which these institutions control and protect their mental image.

Every winter, a new chapter begins in the phenomenon of photographing the needy in northern Syria while receiving humanitarian aid. The situation has reached that the recipient of assistance is sometimes asked to show his / her face and the faces of his/her children, along with the aid, in the form of bypassing the undisputed documentation process to try to humiliate the needy, based on many people's comments on these pictures. Most of the needy understand the process of documenting the distribution of aid, and some accept it reluctantly because of their living situation. It may

be unfair to hold the donor solely responsible for the phenomenon of photographing aid recipients (Toukan, 2020).

Daiaa al Taseh. Video Sketch on Humanitarian Assistance Providing in Syria. (2015).
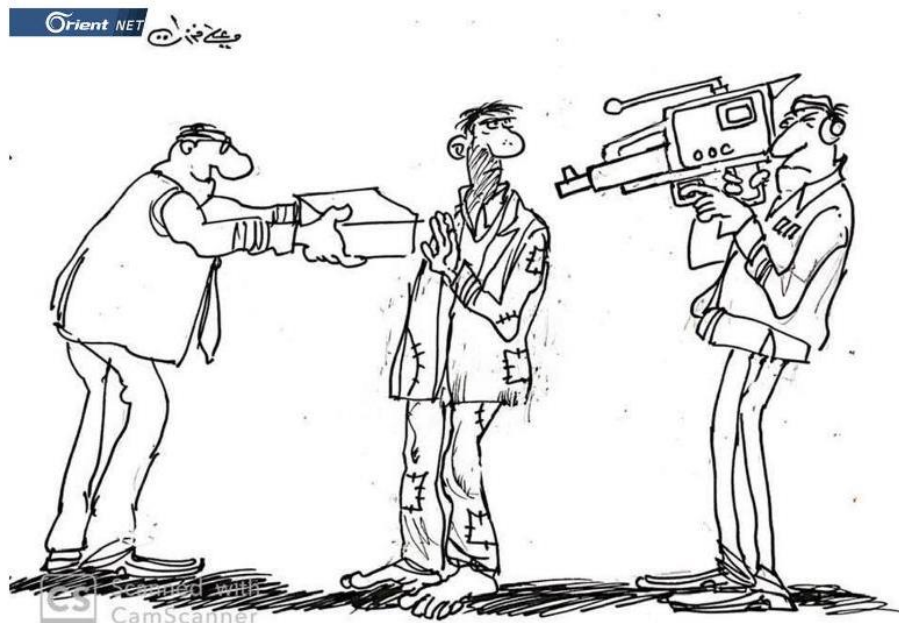
Ali Ferzat, Syrian Cartoonist, Expressive Drawing, Orient Net.

2.1.2. Group B

It seems that the 2nd group (also was 10 of the total local NGOs) have developed their media procedures and policies. It is evident through the investigation that this group has more control over the media content from its production phase and preparation to the publishing stage. However, it still contains some lapses that vary from charity to another based on the capabilities, prosperity, and establishment seniority. The list of local organizations whose media relations with Syrian society were examined has been

withheld for a variety of reasons, including the fact that some of the resources and activities mentioned as examples for research inference purposes touch on these NGOs on a local level and may not necessarily refer to the same institutions that have been monitored.

The typical review results were as the following:

a) Most of these NGOs were established no less than six to ten years; they passed through several levels of work in an ascending manner.

b) By reviewing the media content shared on social media platforms, it was noted that the level of people's sympathising and violating the dignity of the beneficiaries was low; the images and videos dominated the character of highlighting happiness, hope, and racing show success.

c) There is a diversity in terms of showing faces or hiding them between media material and another, mentioning personal data or not; the reason for this will be known through in-depth direct interviews with local and international organisations' representatives.

d) The quality of media content and its conformity with humanitarian standards: It is an evident through time monitoring that the beginning of these NGOs was not like what they are now; it went through an ascending pattern given the improvement in humanitarian media operations.

e) It appears from shared content that people are not exploited in crowding, especially when providing aid. These NGOs try to organise the turn between the beneficiaries. At the same time, the few breaches that occur mostly happen directly with individuals (children or people with disabilities) more than large groups group, mainly in photographing and displaying the person sometimes.

f) The local societal reaction on social media against this NGOs is less than the first group due to the meagre rate of breaches. At the same time, the criticism focused on the failure to provide services for everyone in need on the ground or criticising some activities that may contradict the nature of society and their sense of trying to change its traditions and beliefs, or actions the community considers that the priority to the implementation of other responses.

g) It appears through the photos and videos that the beneficiaries were not deliberately set in a particular position, rather the competition in filming and video production, unlike the first group, which may depend on filming a single shot with the more extended and more violating situation.

h) The main objectives of sharing posts on social media are to advocate for a cause, showcase works and successes, services provided, highlight reality, fundraise and many more goals in a more professional and planned manner than group A.

i) The media agencies, TV channels, Radio etc., take any regard to these organisations with more severe and sensitive manner, in terms of the statements issued, events related to their services, the breaches and the successes of response, whether Syrian or Arab media address in a faster and high level of importance.

j) When one of these NGOs commit a breach, it takes the initiative to give more priority to the critical comments and feedback they receive; they try to fix that, so they have maintained their audience on social media and seek to preserve their reputation and mental image more than the first group which has significantly reduced the number of its followers while continuing to work with the exact mechanism.

k) In most cases, it gives sensitivity to the nature of taken video/photo shots, written sentences in the publication, spoken in the videos, or written within the video. The figures presented for work statistics are more than group A, to the extent that some of these NGOs have placed strict restrictions on filming on their service sites to prevent in advance any mistake.

l) Society often criticises these NGOs for the slow process of responding to comments and interacting with the community or clarifying the circumstances of the incidents, which negatively affects the institution's credibility and negatively impacts all similar charities.

m) Some organizations whose establishment have not exceed 5 years falling under this group, it started directly in the process of applying standards and at least trying to not make any media violations, despite the fact that policies and procedures have not yet been formulated, in most cases those

who established these organizations are people who were working in other experienced organizations mainly in Senior Management or board, even also in the executive administrative.

n) In the recent few years, especially after the Covid-19 pandemic, this group tried to get closer to the community more through social media, as some organisation managers resorted to communicating with the community directly through live broadcasts or sharing periodic videos and publications, even respond to comments and clarify many issues related to the reality of the situation to the Syrian people at the global level. In order to convey the idea accurately, the video below refers to a joint live broadcast session on Facebook and available on YouTube between two Syrian organizations from group B, Hand in Hand for Aid and Development (HIHFAD) and Syrian Relief & Development (SRD). It is clear from the announcement and the session, which lasted for nearly two hours, the participation of four people, including, according to their descriptions, the senior management as well as field managers or specialists in the medical field. The session was made to update the Syrian community in northwest with the developments of humanitarian work there in terms of the Covid19 vaccine, as well as the challenges of continuing humanitarian services across the Syrian-Turkish border in the midst of the Security Council vote on extending the resolution or not in July 2021.

o) The content shared by this group indicates that they are aware of the existing violations of humanitarian policies in the media field, some of which sought to conduct training for the local NGOs' AMC workers. Small charities and volunteer groups build their capacities, reduce the gap with society, and stop violating the privacy and rights of vulnerable people, particularly women, children, and persons with disabilities.

An online seminar entitled "The Developments in Humanitarian Action in Northwest Syria"
(HIHFAD YouTube Channel, 2021).
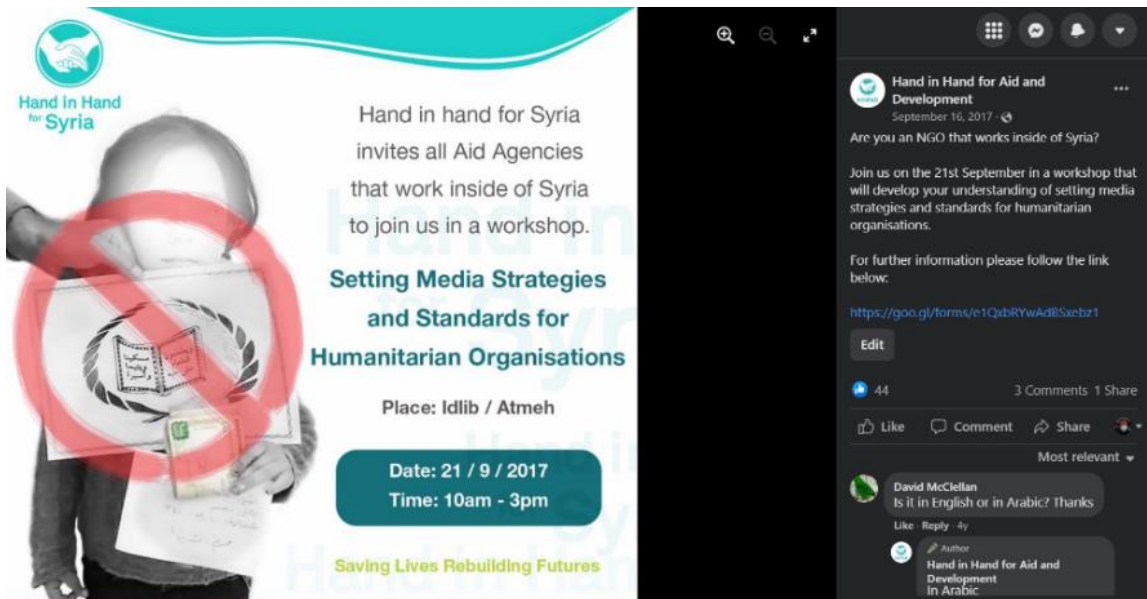
Hand in Hand for Aid and Development (HIHFAD), a local Syrian NGO that advertised on social media a workshop about
humanitarian media standards targeted the AMC workers in Syria Northwest (Facebook, 2017).
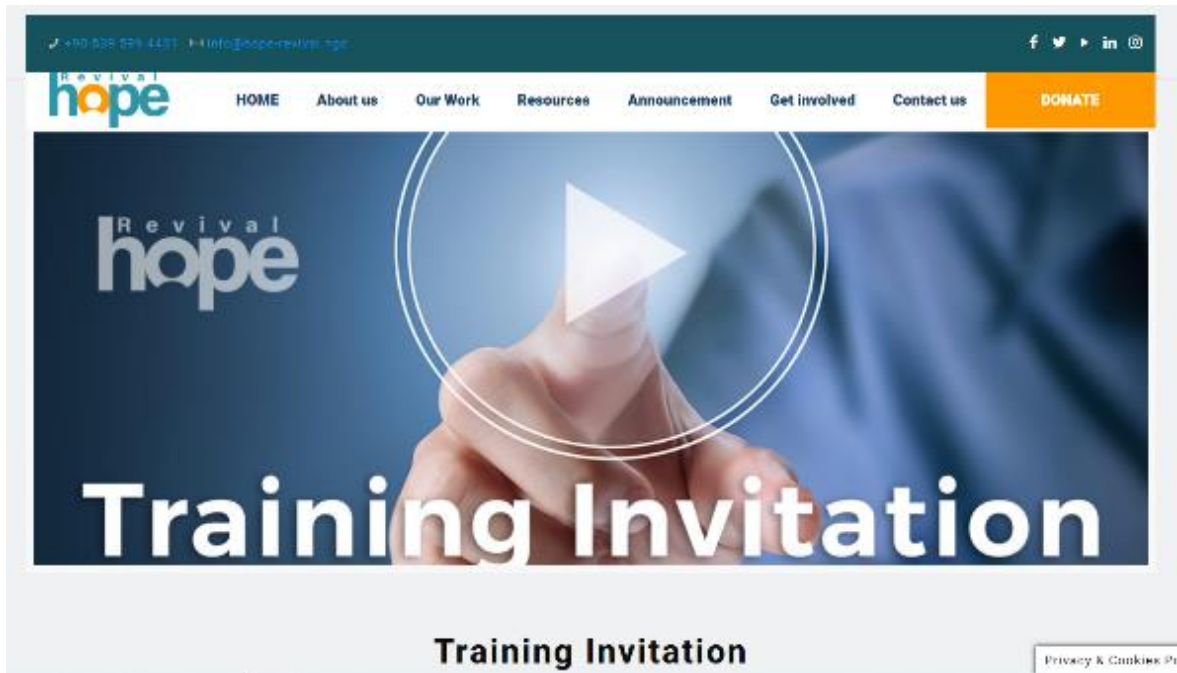
Hope Revival Organization (HRO) advertised a capacity building training on its website to improve Syrian AMC workers' abilities to deliver the key messages, protect the beneficiaries, and maintain the dignity of the affected people through humanitarian principles ([Link](#), 2021).

Similarly, under the title "Documenting humanitarian aid for orphans in pictures... a necessity or an invasion of privacy?" The Union for Orphans Care, which operates in a number of countries, including Türkiye and Syria, held a workshop aimed at identifying the standards and controls for documenting images of humanitarian aid for orphans and their families from an ethical, and legal perspective (Website: 2022).

سلسلة أخلاقيات العمل الخيري مع الأيتام

zoom
ONLINE WEBINAR

توثيق المساعدات الإنسانية للأيتـــــــام بالصــــــور

ضرورة أم تعدي على خصوصية؟

متحدثو اليوم الثاني

الدكتورة دجانة بارودي
باحثة دكتوراة بعلم النفس الاكلينيكـي، ماجستير علم نفس تربوي وماجستير علاج نفسي

الأستاذ طارق عفيفي
خـبير بالعمـل الإنسـاني و مديـر الإغـاثة الإسلامية بألمانيا Islamic Relief

متحدثو اليوم الأول

الشيخ الدكتور عيسى زكي
أستاذ مشارك في الفقه المقارن كلية التربية الأساسية وعضو في هيئة الفتوى بوازرة الأوقاف في الكويت

الأستاذ أحمد سالم
أخصائي حماية الطفل في حالات الطوارئ، مشارك في الهيئة العالمية لحماية الطفل القسم العربي جنيف

مدير الجلسة: الأستاذة جمانـة هبـرة
رئيسة مجلس إدارة اتحاد رعاية الأيتام

اليــــوم الثانــي
يناقـش قضيـة التوثيـق مـن المنظـور المهنـــي والنفســـي

الأربعـاء 09 مـارس/آذار 2022

اليــوم الأول
يناقش قضية التوثيق من المنظور الشرعي والقانـوني والحقوقـي

الثـلاثاء 08 مـارس/آذار 2022

08:00 مساءً بتوقيت مكة المكرمة - اسطنبول - الكويت

The following announcement was made by the Molham Volunteering Team on its Facebook account "Important for everyone whose photo has been published on one of the Molham Volunteer Team platforms: In an effort to ensure the privacy of all people who benefit from the Molham Volunteer Team's programs, and because we have helped thousands of cases since 2012, thousands of cases have been published to collect donations and help describe the case after obtaining approval from the case itself or the person responsible for it. We appreciate that there are a large number of children who were not decision makers at the time and may be upset by having pictures of them at some point in their lives on our official identifiers. Therefore, since the goal of publishing the image is to collect donations, and this was done, praise be to God, we ask each beneficiary who has posted a picture of him/her and wants to delete it from the IDs of the Molham Volunteer Team to contact us by filling out this form and placing the link of the pictures to be deleted immediately, we wish you Good health and wellness, we hope that we have left a beautiful impact in your lives."

Molham Volunteering Team. The Disclaimer social media announcement. (Facebook Page:2022).

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2.1.3. Group C

In Syria, international non-governmental organisations implement their services directly or indirectly in cooperation with local partners. Most of the organisations in this group have been established and operated globally at a minimum of 10 years, and some reached 100 years. These organisations develop and formulate policies during their implemented projects or in partnership with the local organisations in group B that analysed above. The List of the INGOs whose media relations with the Syrian society were researched have been hidden for different purposes. Reached results of the in-depth observation:

a) These organisations have many sub-names derived from the mother's name depending on the country in which they operate, so they have multiple social media accounts in different words and languages.

b) Many of them serve Syrian refugees in neighbouring countries such as Türkiye, Syria, Jordan, and Lebanon, and the internally displaced in the country.

c) Materials taken from Syria (videos, photos, humanitarian stories) are widely published on social media platforms and their websites.

d) Since the target audience is often not from Arab societies, the language into which the materials published on social media are translated is to English and sometimes languages suitable for some countries that do not speak English, such as Japanese, German, French, unlike local organisations, some of them are limited to Arabic, or Arabic and Turkish. They developed their media content and planned to target multiple audiences at the same time, even though it still bears a local name or is transitioning internationally. This, along with policies, constitutes one of the limitations in controlling written and published content in the obligation to protect war-affected communities. In contrast, any violation will directly affect the organisation's mental image in other communities' eyes.

e) This group considers that direct propaganda in the published media materials of the organisation is one of the mistakes committed in the process of building the mental image and therefore seeks to focus on the humanitarian story and impact more than highlighting its logos, colours and name, it indirectly promotes its success, unlike local NGOs. This indicates that these INGOs understand that in

no way can the weakness and portrayal of society be used in an insulting manner to influence the public.

f) Due to the extensive experience in human media standards and vulnerable people safeguarding, as well as because these institutions can control the nature of the content published on social media in advanced stages. Additionally, there are internal review, approval and sign-off procedures before publishing; violations are almost rare, it is virtually non-existent in this group, as they often secure its content published from local partner organisations or contractors (companies or freelancers), unlike local organisations that may not have the ability to connect the necessary expertise from external consultants and companies to support them in the media process due to budget limitations.

g) These INGOs carry many regulations in their policies, most notably the zero-tolerance policy for their employees against beneficiaries' protection violations.

h) Some of these INGOs never show their logos and names on the materials they publish, and this is a reference to the security precautions they take in Syria due to the different nature of the international organisation and the goals of its establishment considering the local community, religiously and socially associated with each region.

i) Most of the followers of the social networking accounts of these international organisations are non-Syrians, or rather from the communities interested in this institution and support it, even if the account bears the name of Syria. A segment of Syrian society follows these accounts who mostly speak English work NGO local NGO or comment and send a direct message on these platforms based on Google Translate to convey a need or issue. This point indicates that the wave of criticism is almost non-existent towards these institutions for several reasons, including the language of communication, the quality of the published content, the procedures followed about the persons appearing in the content, the feedback mechanism and response to it.

j) According to the announcement of many organisations in group B on their social media, the INGOs are primarily supportive of capacity building training in humanitarian media standards. Sometimes they are the ones who carry out these training themselves by their specialised staff in neighbouring countries or online.

k) It appears from the nature of the written content related to the media material on social media that the focus is on positive, attractive words that push the direction of moral association with its work by the audience, not without mentioning the institution's name. Still, it is mainly at the end of the text or indirectly promotes the role of its intervention.

l) By comparing the content published by group B and INGOs, the videos and designs used on social media are more straightforward in terms of production and preparation; they focus on delivering the message more than spending efforts video editing and fancy design.

m) In terms of the objectives, it appears from the published content that the goal of these institutions is to highlight the importance of humanitarian intervention, building donor communities and the public, raising funds, protecting war-affected communities and building their future. The media is a primary means used by international organisations in this.

n) In terms of the continuity of publication, this group has more stable and periodical polishing. Certain times that take into account public visits are most appropriate. While the other groups vary between those who are good at planning and those who publish randomly in terms of timing.

o) In most cases, published content includes a Call to Action by the targeted audience in this group. It may be linked through hashtags to campaigns carried out by the organisation, as some local NGOs are good at this. Some do not direct the audience to a specific message in the published content, indicating the difference in experience and the need for technical development.

p) Some of the local organizations that have recently changed towards the international expansion are still in the process of maturing and establishing to work in other countries fall under this group, as these organizations have witnessed a remarkable development in the capabilities, resources and policies related to media, advocacy and communication.

2.2. Syrian Society's Satisfaction Survey on its Social Media Representation by the I/NGOs

Measuring to what extent the community satisfy with this issue is one of the most important mechanisms to know well how its reflection and local impact were. It is

impossible to engage in this investigation without allowing the impacted community to express its views with full transparency and impartiality. This is what distinguishes this study's methodology. Given the sensitivity of the war-affected Syrian people's social media representation issue and the prevalence of its importance, the expanded societal survey with the aim of reaching the largest possible segment is the effective solution to investigate this widespread phenomenon scientifically and systematically. Two mechanisms were adopted to reach the community in Syria northwest, the first is remotely (online) and the second is face-to-face over a three-month period.

The results below indicate that the highest percentage of participants are residents or displaced to Idlib governorate, while Aleppo falls in the second group. The highest percentage of participants live in the villages of the two governorates, while the second highest percentage is those who live in camps, and the third part is who live in city. More than three quarters are among the displaced, while less than a quarter are from the hosting community.

Table 2. Participants' details according to regions

Row Labels	Repetition	Percentage
Aleppo	185	24%
Idlib	579	76%
Grand Total	764	100%

Table 3. Participants' details according to living place

Camp	315	41.23%
City	81	10.60%
Village	368	48.17%
Total	764	100%

Table 4. Participants' details according to type of residence

Host	172	22.51%
IDP	592	77.49%
Total	764	100%

During one of the community satisfaction survey sessions in northwest Syria in one of the HIHFAD health facilities. (2022)

Since the research focuses on the segment of social media users, after the process of sorting, analysing the data, and matching the criteria of the hypotheses on the required groups, a total number of 686 people have been reached and adopted. Their opinions, detailed results of the hypotheses survey will be displayed.

Table 5. Participants' details in terms of using social media

No	78	10.21%
Yes	686	89.79%
Total	764	100%

The results indicate that the highest percentage of the surveyed segment uses Facebook, while users of the WhatsApp users came in second place, then the Telegram application as the most prominent applications used, while YouTube, Instagram, Twitter, LinkedIn, Tik Tok applications came in succession as the number of users.

Table 6. Participants' details according to the used social media platform

Facebook	443	65%
Instagram	10	1%
Telegram	37	5%
Twitter	5	1%
LinkedIn	1	0.01%
WhatsApp	176	25.8%
YouTube	13	2%
TikTok	1	0.01%
Total	686	100%

The proportion of men was nearly 70 percent of the participants, while the number of female participants exceeded 30 percent. Although most of the participants are from the married group, we can see a good percentage of the unmarried (single) as well as divorced or widowed who are among the most vulnerable and disadvantaged groups in society, besides PWDs, poor, sick and the elderly people.

Table 7. Participants' details according to the type of gender

Female	210	30.61%
Male	476	69.39%
Total	686	100%

Table 8. Participants' details according to the marital status

Divorced	6	0.87%
Married	579	84.40%
Single	74	10.79%
Widow	27	3.94%
Total	686	100%

The percentage of people with disabilities participating in the questionnaire according to the figures below is considered one of the highest and has exceeded expectations, due to the difficulty of reaching this group, in addition to the unwillingness of hundreds of Syrians with disabilities to participate due to the negative psychological

effects they experience because of disability. Humanitarian organizations in northwest Syria contribute through their activities to include these people and improve their humanitarian conditions, this was the reason behind reaching this number.

Table 9. Participants' details according to the health situation

Person With Disability	106	15.45%
Person With No Disability	580	84.55%
Total	686	100%

The participants almost completely believe that the media is one of the most necessary means of conveying their suffering in the humanitarian crisis in Syria. This is a positive indicator shows their need to the media including social platforms in highlighting their rights, bad circumstances, and to deliver their messages to the entire world. This indicator gave an additional value to the participants' inputs in this survey, which means that the answers to the hypotheses will be issued by those who appreciate the importance of the media, including, but not limited to, the humanitarian media, therefore they do not have any prior attitudes or hostility towards the media work of humanitarian organizations in general. This opens the door to many developmental measures that humanitarian institutions may take towards educating the community about their media rights and building on these views.

Table 10. Participants' answers about considering that media work is necessary to convey the humanitarian issue of the Syrian crisis

No	18	2.62%
Yes	668	97.38%
Total	686	100%

More than three-quarters of the participants believe that humanitarian organizations receive multi-level acceptance, most of their opinions centered on that this acceptance is at a good or average level, while some think that this acceptance is very

good or bad. On the other hand, nearly less than a quarter of the participants believe that humanitarian organizations and charities do not have societal acceptance at all.

Table 11. Participants' answers about the organizations if they have the acceptance of the communities in terms of media applications or not

No	158	23.03%
Yes	528	76.97%
Total	686	100%

If your answer is yes, what is the level of this acceptance?		
Bad	7	1.33%
Good	293	55.49%
Middle	141	26.70%
Very bad	2	0.38%
Very good	85	16.10%
Total	528	100%

More than half of the participants have previous experience with humanitarian organizations in terms of filming, photographing, or publishing, while the rest proportion have not participated directly, but they are aware of the issue through the media and social media.

Table 12. Participants' answers about if the have ever been asked to conduct a photo shoot or an interview in order to clarify the needs and the humanitarian situation

No	276	40.23%
Yes	410	59.77%
Total	686	100%

Those who have previous experience in photographing or recording videos, and making interviews with NGOs, confirm that the parties or people who filmed with them

have actually obtained their consent before the process, while some have confirmed that they did not ask for any permission and their consent have not obtained. Three-quarters of these cases, the photographers or media producers introduced themselves to the community participants prior to the shooting process, the proportion of humanitarian field media workers who did not introduce themselves to the community is close to a quarter. However, this indicates that some of them used to take people's permission swiftly without identifying themselves or providing any extra information to the community. And that a very close percentage to three-quarters provide explanations and information about how this media material is used and the objectives of its preparation, while a quarter of the participants confirm that they do not receive any information about it.

If your answer is yes, did they ask for your prior approval?		
No	54	13.3%
Yes	356	86.8%
Total	410	100%

Table 13. Participants answers about if the NGOs staff usually introduce themself before the media interview or photography

No	163	23.7%
Yes	523	76.3%
Total	686	100%

Table 14. Participants' answers about the level of their satisfaction with the media handling mechanism in terms of prior approval and coordination, method of photography, filming, and interviewing

Dissatisfied	81	11.8%
Neither satisfied nor dissatisfied	199	29.1%
Satisfied	406	59.1%
Total	686	100%

Table 15. Participants' answers about if the the following information has been provided to you prior to the interview (who represents/the purpose of the interview/how it will be used and disseminated/duration of use)

No	203	30%
Yes	483	70%
Total	686	100%

According to the expression of approximately 58% of the participants that they have the ability withdraw their consent that they had previously given in media operations with humanitarian organizations and associations, while more than 42% of these participants said that they could not withdraw their consent provided. The most obvious reason for this is that most of them could not reach the addresses of feedback and complaints details related to the agency that made the media process with them, and another percentage of them because they already don't have any information about who had the interview or the photography since he/she/it was not provided any info.

Table 16. Participants' answers about if they could you withdraw your consent whenever you want

No	289	42.2%
Yes	397	57.8%
Total	686	100%

Table 17. Participants' answers about if they have access to the complaints and feedback channels of the party that is making the interview with them

No	245	35.7%
Yes	441	64.3%
Total	686	100%

Nearly threequarters of the participants indicate that they feel reassured comfortable with the information and data they provide to humanitarian organizations and associations, while more than quarter of the participants, do not feel safe about their data and information provided, and they mentioned many reasons for this. The top 10

reasons, all of which were agreed, are mentioned below. The results indicate that although the highest percentage who feel secure about their information provided, the percentage of them in their confidence, comfort, and satisfaction in the extent to which their statements and messages are transmitted through the media process with transparency and honesty reached slightly more than half. Around a third expressed their silence and their unwillingness to choose a direction. This may be due to many reasons, some of which are related to the unwillingness to express their mind, the fear of it, the concealment of their inclination in one direction etc. While the proportion of those who are not satisfied with that at all was 12% of the participants.

Table 18. Participants' answers about if they feel safe about the data that they've provided to I/NGOs

No	180	26.3%
Yes	506	73.7%
Total	686	100%

Table 19. Participants' answers about the level of their atisfaction with the honesty in conveying your messages in a transparent and sound manner

Dissatisfied	83	12.1%
Neither satisfied nor dissatisfied	200	29.2%
Satisfied	403	58.7%
Total	686	100%

Dissatisfaction Main Reasons
1. Information sharing is selective and not transparent.
2. Just for securing funding.
3. Deceive people by photographing in place and serving different areas.
4. Changing the subject matter completely
5. Trading and distributing content to more than one party
6. Some cases of children are portrayed as suffering, and it is not true
7. Use of content for purposes and audience different from the main reason
8. Real conditions are not highlighted, but something different
9. Use the media for the organization's own interests only

More than 59% of the participants express their satisfaction with the performance of humanitarian organizations and associations in terms of respecting the privacy and dignity of children, women, and persons with disabilities, while more than 21 percent of them decided not to express their satisfaction or dissatisfaction with that, and the number of dissatisfied participants with the issue exceeded 18%. These results indicate that although a high percentage of organizations and associations adhere to the standards of privacy and dignity, and this is a very good indicator, there is still a high percentage of society's dissatisfaction or unwillingness to express its opinion regarding this, and this indicates that a number of associations and organizations are still committing numerous violations in the process of dealing with these vulnerable segments, even if these cases do not appear on the media and social media.

Table 20. Participants' answers about the level of satisfaction with (children's, women's, PWDs') privacy and dignity respect during the entire media process

Dissatisfied	129	18.8%
Neither satisfied nor dissatisfied	148	21.5%
Satisfied	409	59.7%
Total	686	100%

Less than half of the participants in this survey express their satisfaction with the social media representation of the Syrian people affected by the war by non-governmental humanitarian organizations and associations, while the 2nd half proportion was shared almost equally between those who decided not to express their opinion on it, and those who were not satisfied with this representation. Given the high number of incidents related to the violations of humanitarian media policies and the huge criticism that always surfaces on the media from society side reflected by media agencies, some of those working in this non-governmental organizations may consider that the percentage of those who are satisfied is good, while this is considered a danger indicator because exceeding the half are either not satisfied or did not express their opinion on that which requires much efforts on more than one level to gain the trust of highest percentage from the society that they dedicated to serve. However, these results indicate that there is a high percentage of society satisfied with the performance of non-

governmental organizations and not as what floats in the media, and that there is a need to highlight in a unique way the humanitarian response and the success also for these services, as similar as in highlighting the negative points.

Although the percentage of satisfied people is the highest, many of them did not express the reasons for their satisfaction. Their opinion revolved around the importance of the media and highlighting the human reality of the suffering of the Syrian society, the professionalism of neutrality by NGOs, in addition to the danger they are exposed to in order to help the community. It was noticed that the answers of those expressing their silence tend towards dissatisfaction through the reasons, and this indicates that this group descends towards dissatisfaction or that there are other reasons for not expressing their opinion. face to face, and online).

While most dissatisfied have expressed the reasons for their dissatisfaction, and the answers cantered around the list below concerning of people's privacy, doubts about the humanitarian response, hidden purposes, lack of (accountability, oversight, transparent), and neglecting vulnerable people. Therefore, it was tried to discover the issue by separating the results of two groups from each other (who answered to this question through in person – face to face – method, and who was online participated).

Table 21. Participants' answers about the level of their satisfaction with the representation on social media by I/NGOs.

Dissatisfied	181	26.3%
Neither satisfied nor dissatisfied	188	27.5%
Satisfied	317	46.2%
Total	686	100%

Satisfaction Main Reasons
1. Because of the importance of conveying the truth and reality.
2. The performance is quite good.
3. Because it is more neutral in conveying the message of society and conveying the reality as it is on the ground.

4. They show the situation of those affected well, but there are some offensive and purely dignified videos about it.
5. Because they risk themselves to shed light on people's right.

Main Reasons of Not to Express the Opinion

1. People's privacy is displayed.
2. Filming this case with the aim of exploiting the family situation for their personal gain
3. In fact, they don't aid the needy they photograph.
4. Selective and not transparent representation.
5. The purpose is to serve the goals and objectives of the organization
6. There is no serious professional media work in the Syrian case
7. Weakness of the media role in general

Dissatisfaction Main Reasons

1. People's privacy is displayed and not protected.
2. They are only filming without the help of the community
3. Helping those who are photographed only and not helping those who do not accept photography
4. Highlight successes more than needs and people's demands are not being met
5. Inadequate and incomplete humanitarian services
6. It is supposed to provide better quality and performance in this aspect
7. Lack of accountability, oversight, and respect for the dignity of the needy.
8. Media coverage is often carried out according to the directions of the donors or the existing political situation.
9. Neglecting the disabled and vulnerable segment.
10. Not assigning specialists and professionals to do this work and not telling the whole truth.
11. No to provide further clarification and information to the community being served
12. Selective and not transparent representation.
13. The content is used for something different such as collecting views and likes on social media or thefts

14. The purpose is to serve the goals and objectives of the organization like fundraising.
15. The reality is worse than what is shown in the media and social media and suffering are not conveyed well.

The segment that was interviewed face to face amounted to 439 people, and 247 people were reached by publishing the survey on social media, specifically WhatsApp, Facebook, and LinkedIn being the most used in northwest Syria, there was an attempt to reach equal numbers in both methods but that was the results. However, it was noticed that most of the results of the survey were identical and normal in terms of numbers and proportions mentioned above, and there was no significant change between the two groups (face-to-face or online), but when the results of this particular question were separated, it can be concluded that the number and percentage of those who are satisfied has increased a little more, with an increase in the percentage of those who are decided to be silent and a clear decrease in the percentage of those who are dissatisfied, for those who were surveyed face to face.

Screenshot of the publication on the personal [LinkedIn](#) and [Facebook](#) sites
to reach the widest possible segment. (2022).

When sorting the results according to who answered this question online an incredible increase in the dissatisfaction proportion with the representation of the Syrian society on social media by non-governmental organizations was observed, to a degree that exactly matches the number and percentage of those who are satisfied with 39% for each group, with a difference of only one person in favour of the satisfied group, while those who remain silent still exist and their percentage reached 20% whom most of their answers tend to be unsatisfactory.

Table 22. Participants' answers about the level of their satisfaction with the representation on social media by NGOs (Face-to-Face Method)

Dissatisfied	84	19.13%
Neither satisfied nor dissatisfied	136	30.98%
Satisfied	219	49.89%
Total	439	**100%**

Table 23. Participants' answers about the level of their satisfaction with the representation on social media by NGOs (Online Method)

Dissatisfied	97	39.27%
Neither satisfied nor dissatisfied	52	21.05%
Satisfied	98	39.68%
Total	247	**100%**

This refers to the major reason analyzed which is that Syrian society often tends to express its opinion fully in the event that others do not have access to his/her personal data, or is not being affected by giving the answer, especially if it is in a criticize manner. While they may be preferable not to answer or to give an incomplete answer in the event that the discussion is face to face fearing of suspension of aid assistance, distrust of any surveys made by anyone they meet, not to have an exploitation by someone, feeling that his/her voice and opinion will not reach in a transparent manner, and that these interviews will not bring real benefit to him/her in light of his severe suffering and the

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presence of other priorities. What supports these results is that more than 41% of participants need an immediate understanding of their media rights and privacy protection in dealing with humanitarian or other media issues, while 58% said that they are aware of their rights and choice consequences.

Table 24. Participants' answers about if they are aware of all procedures for publishing on social media, rights, and the effects of their approval or rejection

No	285	41.55%
Yes	401	58.45%
Total	686	**100%**

Some of the participants expressed their opinions with the following quotes:

"*I hope to correct the society's view of the media and NGOs by making them aware of the necessity of its presence and cooperation with it because it is the only way to communicate the suffering of the people.*"

"*The media process must be developed further; trainings and courses must be provided for employees and community members to know the role of the media and its success in conveying in-needs' voice.*"

2.3. The Survey of Advocacy, Media and Communications AMC Workers' in Türkiye and Syria

Based on the outputs of external observation and the standards of transparency in the research. A direct closed survey was conducted with advocacy, media, and communications workers in north-western Syria. Due to the sensitivity of data sharing, the analysis was keen to protect the privacy and data of the people and the participating institutions, so it was never mentioned in the questionnaire or the study's final results. It was sufficient to encode the names of the participants and the institutions they represent. The participants' input was obtained through direct communication or sharing the survey through AMC working groups and coordination bodies that gather NGOs operating in Türkiye and Syria. The total number of participants in the survey was 30 people. The below chart displays the work location/ office that the person is related to.

Table 25. Participants' details according to the work locations
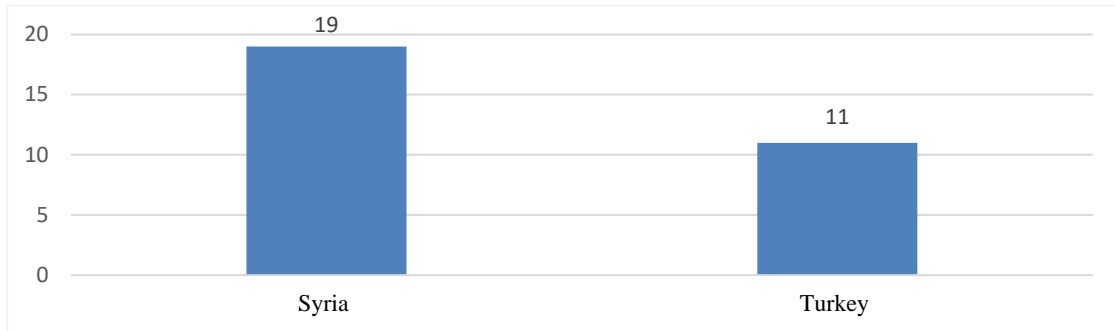
The 1ˢᵗ question made on how humanitarian institutions consider the issue of "humanitarian media violations" during the documentation of services provided or in the process of advocacy for the Syrian cause and fundraising. Do they consider it as verity or just an allegation? Based on the answers, it's clear that the breaches of community rights during the humanitarian response in media contest is well addressed and confirmed by the NGOs.

Table 26. Participants' answers if the social media representation issue a fact or allegation
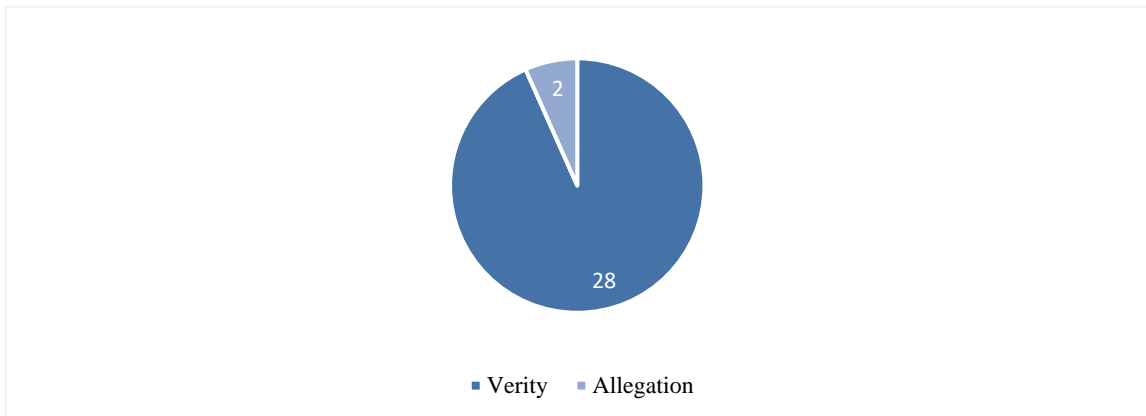
Q1	**If It's verity, what is the leading cause of these incidents?**
	Lack of awareness and experience in humanitarian media work and knowledge of humanitarian laws.
	Not to adhere to the policies of the organization or the donor.
	Promoting the services that media person works and gaining donors' sympathy by violating a human standard, the right of dignity.
Answers	*For documentation purposes, keep the donor informed that his donation had reached its beneficiaries.*
	Executive recklessness and lack of follow-up and accountability.

Q1	What is the leading cause of these incidents if it's an allegation?
Answers	*Targeting the credibility of the organization's work*
	The urgent need for humanitarian aid prompts the beneficiary to accept photography.
	Some media workers work as advertisers to their accounts on social media by portraying the vulnerable

Answering the question of *(Q2. Do you think some organizations intend to make such violations during the humanitarian response?)*, 22 participants who reflect 73% of the total shares believe that some NGOs that commit breaches do not intend to make such violations. In contrast, eight persons / 27% of the total proportion believe that they intend to do these breaches against the community for many purposes.

Table 27. Participants' answers if the I/NGOs intend to follow this kind of approach
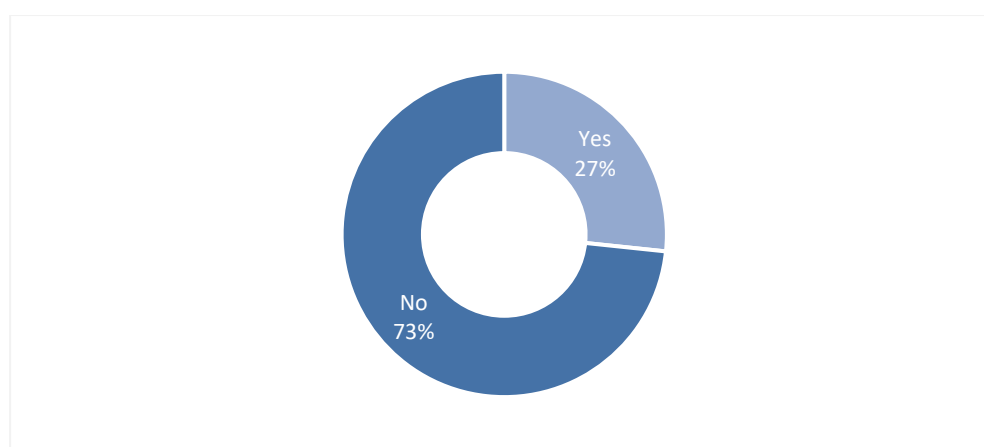
Q2	If the answer is yes, what do you think is the purpose of that?
Answers	*Appeal to donors and get more funding.*
	Securing donor requirements.
	To shed light on the suffering of vulnerable people and families leads to the violation of people's privacy and dignity.
	To make a fuss on social media about people's situations.

Table 28. Participants' answers if this reputation related to humanitarian actors only? or does it include the media working in the region, including correspondents and reporters

Q3

	Only NGOs	NGOs and Mass Media
Seri1	3	27
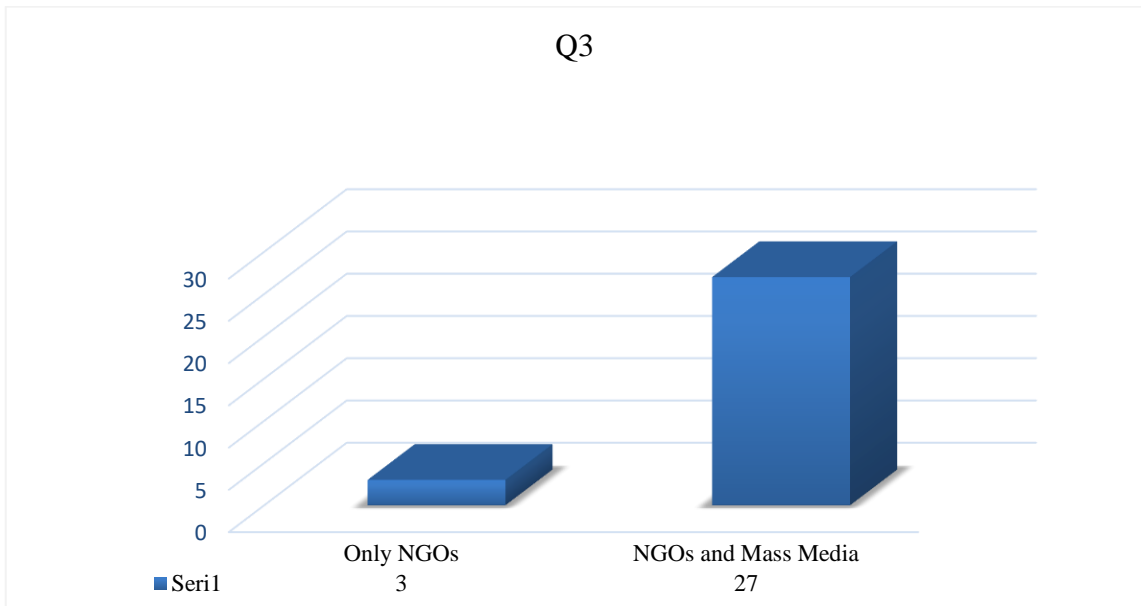
Table 29. Participants' answers if these breaches only made by local NGOs or international too

Q4

- Only Local NGOs: 12
- Local and International NGOs: 18
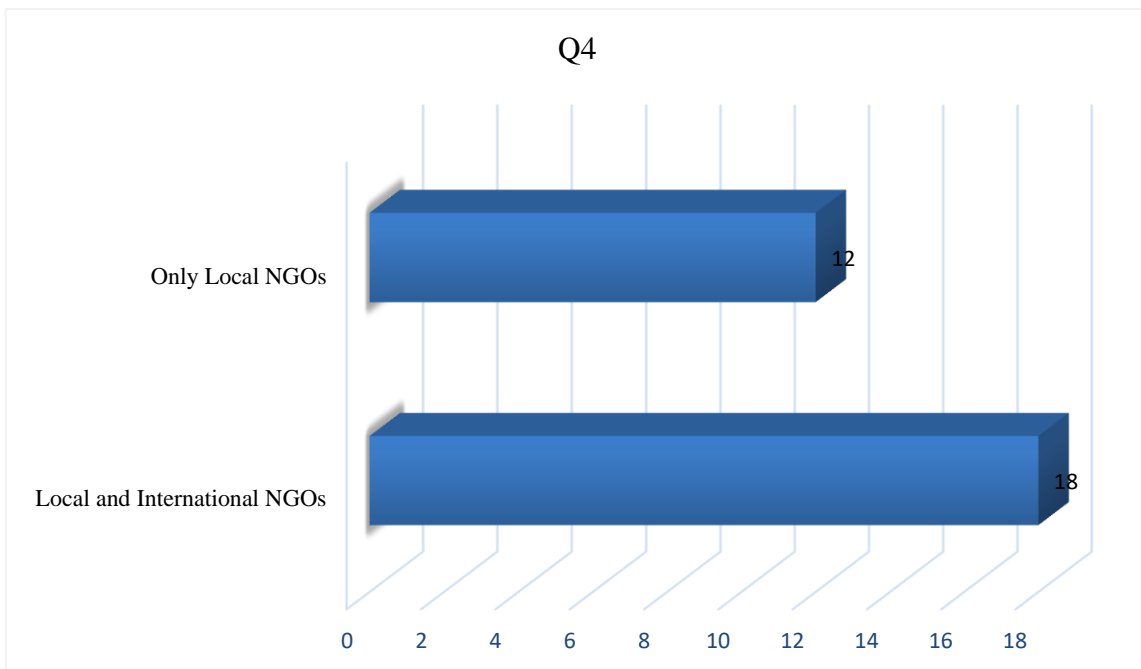
60% of the participants believe that these breaches occur in a variety of ways, whether from local or international organizations and associations. While 40% of them believe that they occur only by local NGOs.

Table 30. Participants' answers about what kind of followed procedures and more that needed to be taken for this issue.

Q5	In such incidents, what do the NGOs usually follow the procedure to address the case?
Answers	*Apologizing to the beneficiaries through social media and deleting those videos and photos.*
	Nothing, but they should be stopped
	The situation is never addressed, but the case is left and ignored, or the institutions tell the well-known excuse that the advocacy campaign has failed. Donations have not been collected for the patient or have not been interacted with.
	To make a fuss on social media about people's situations.
	Apologizing to the beneficiaries through social media and deleting those videos and photos.
	Nothing, but they should be stopped.

Q6	What procedure should the NGOs follow in such incidents to address the case?
Answers	*Punishment for the offender while documenting or filming.*
	Clarify the organization's policy and penalties for committing such violations to the media.
	The breach should be immediately dealt with, and in the event of recurrence, the cause of this accident is separated.
	Advice and follow-up with related persons.
	Clarification from the official and taking the necessary measures against him, and taking steps to address the matter according to the case

In response to (Q7. Do local and international organizations take measures that seek to address this issue in the long term?), 87% of respondents believe that NGOs are working to solve this problem in the long term through several measures. At the same time, 13 % of them believe that they do not take any measures to address the issue in the future.

■ Yes　■ No
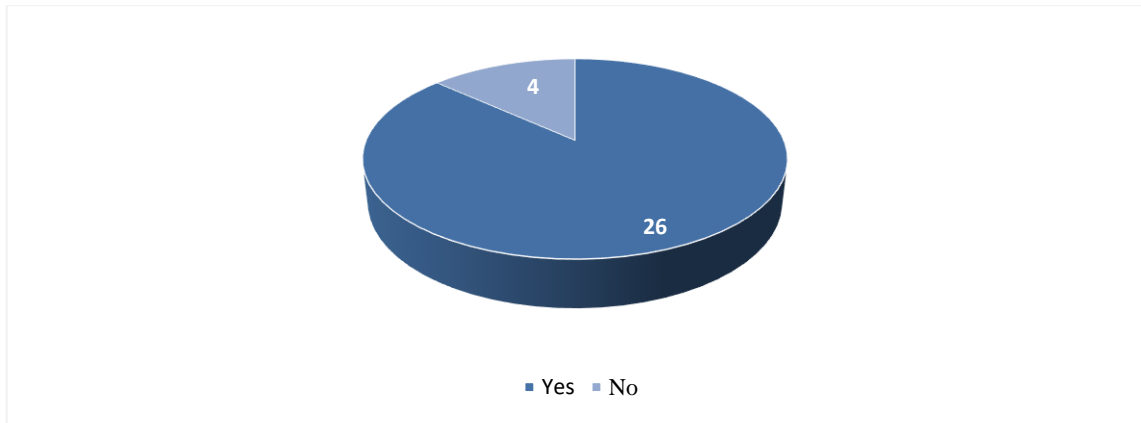
Q7	If the answer is yes, in your opinion, why that?
Answers	*Conduct training aiming to overcome these violations and breaches.*
	Establish policies and laws to prevent these violations from occurring.
	Try not to show the beneficiary's face.
	Punishment of the person responsible for this violation.
	The error is immediately corrected, and in the event of recurrence, the cause of this accident is separated.

Q7	If the answer is no, in your opinion, why that?
Answers	*Due to indifference to these violations.*
	There are excessive spread and poor living conditions in general, and there are no indications that the matter has changed.
	No one has yet sought to address the issue.
	There is no experience in solving these problems.
	Lack of training and awareness aspect.
	There is no interest at all.

Table 31. Participants' answers about the direct and indirect impact of these violations

Q8	What is the impact of these violations on humanitarian institutions in general and the party that committed the error in particular?
Answers	*Cause damage to the reputation of the organization and loss of confidence.*
	The retreat of support and grants from the organization.
	A decline in the people's trust in organizations and their humanitarian goals.
	Violation of a human right.
	The institution will transform to any commercial company interested in spreading and size.
	Public attack and outrage on social media.
	The improper appearance of people.

Q9	What is the impact of violations in photography or publication on the case shoulders (people who appeared in the media material) and the Syrian society in general?
Answers	*Forming a negative image of Syrian society.*
	Psychological and social problems.
	Security problems.
	It could pose a kind of danger or harm to them, their families, or the region as a whole.
	It puts a person in a position of weakness, bullying, tarnishing his reputation and offending his dignity.
	The effect is weak because no content is published without the consent of the case shoulders.
	Negative impact on the individual and society.
	Dismissal and deduction from the employee's salary.
	It's normal; people are even asking to present them like this for personal benefits.
	Distrust of organizations.
	Distortion and stigma of some cases.
	People's humiliation.

In answer to the question (Q.10 Do responsible staff for media, advocacy, and documentation work in their institutions have full authority in the way of photographing, publishing, or deleting humanitarian media material?), the results show that 57% of the respondents believe that media team do not have full authority in this. In comparison, 43% think they have complete control and power.

Table 32. Participants' answers of the AMC workers have the authority in their tasks implementation

	Yes	NO
■ Seri1	13	17
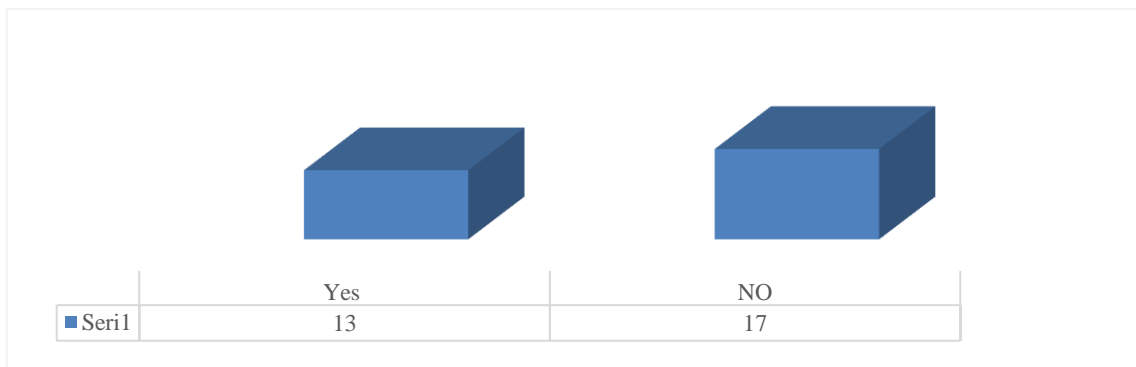
Table 33. Participants' opinion if NGOs do make a periodic review of the previously published or photographed media content in line with the advancement of the experience level or the development of relevant policies.

Q.11

■ Yes ■ NO
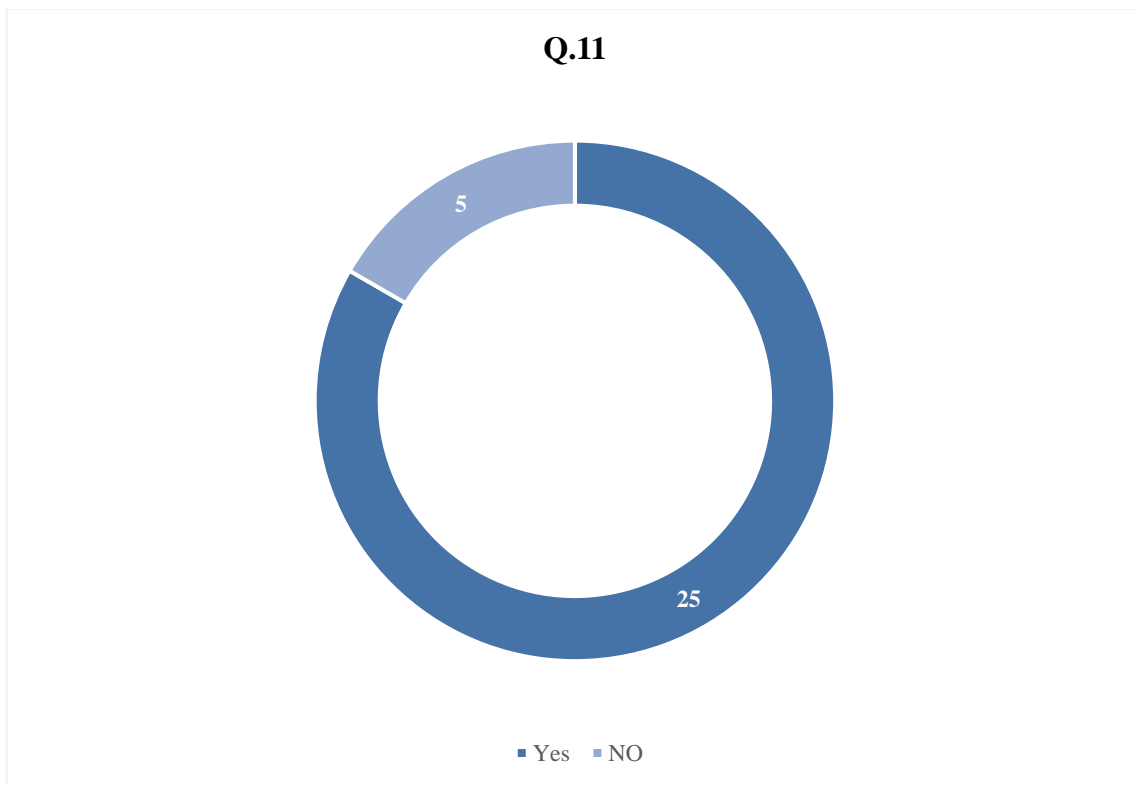
Table 34. Participants' opinion if NGOs do delete or edit content either because there is an error in it that is later discovered or because the case owner has withdrawn his or her consent

Q.12
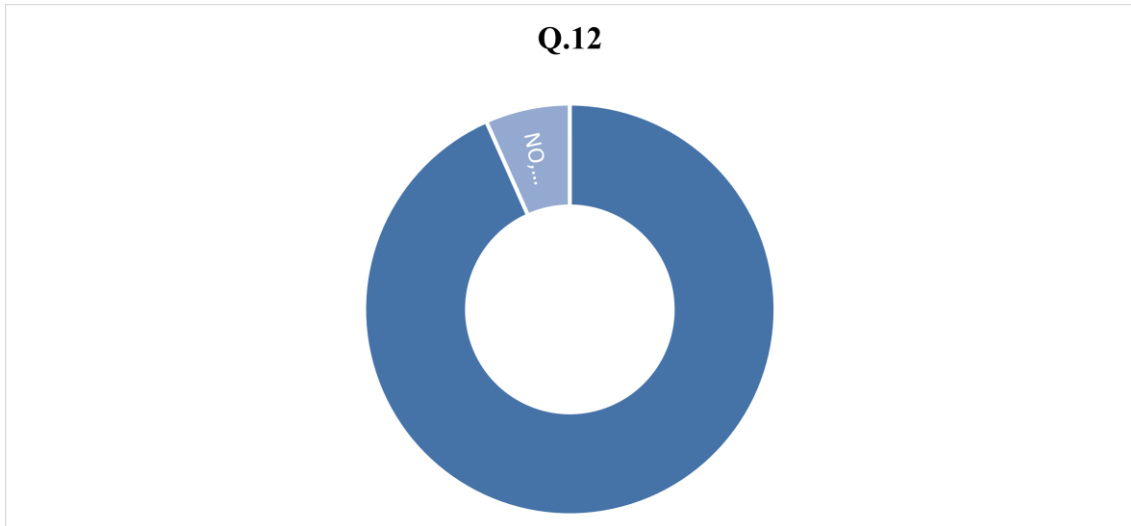
Table 35. How do participants evaluate the level of Syrian society's satisfaction with its representation in the media and social media by humanitarian institutions?

Q.13
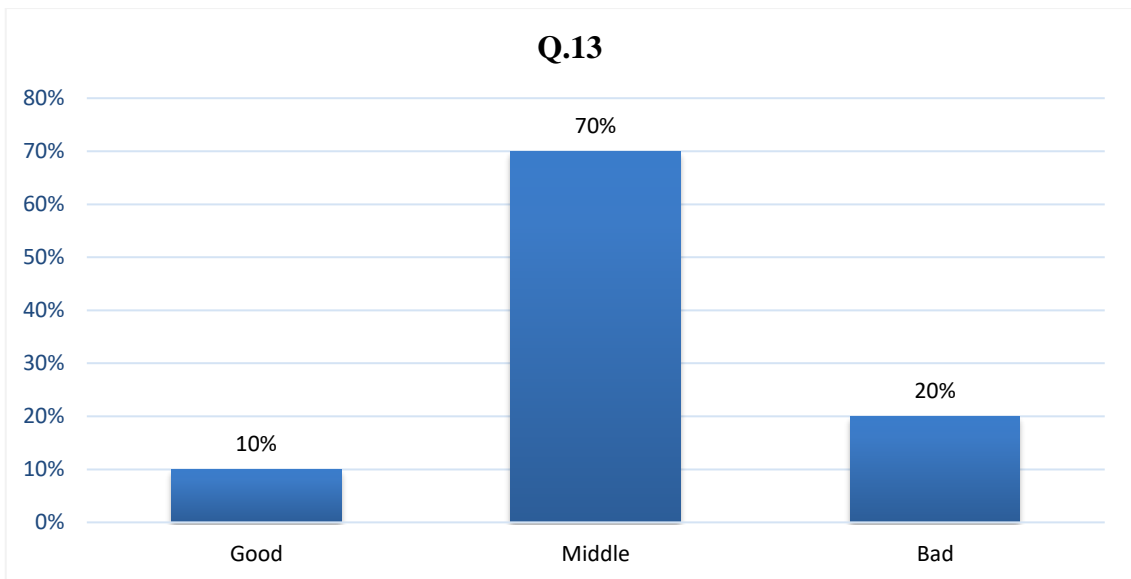
The highest percentage of participants, about 21 people, believes that the society's satisfaction with its representation in the media and social media by NGOs is at the medium level. At the same time, 3 of them think that the society is well satisfied with it, while six people believe that the community is not satisfied with it and rated poorly. These percentages indicate a lot of work and procedures that NGOs must work on to transform the community's satisfaction into higher rates because the local

community's satisfaction with its representation is the basis in the media response process conveying its case. In the next section about the survey conducted with 500 people from the Syrian community, the results will be detailed more by the community themselves.

The participants, as they are specialist persons in this field, proposed many solutions and suggestions to solve this issue, all of them fall under the responsibility of humanitarian non-governmental institutions, and this is an indication that the solution is in the hands of those who have the moral and humanitarian responsibility.

Table 36. Participants' suggested solutions for the issue

Q14	What are your most prominent suggestions as a root solution to the problem?
Answers	*Increase training and awareness.*
	Having a clear media policy, of affected people talking about themselves instead of organizations talking about their achievements in their service Respect for human values.
	Not accepting the employment of any media person without undergoing rigorous tests for human documentation.
	Obtaining every beneficiary's consent.
	Advocacy campaigns on human rights.
	Not showing the beneficiary's face.
	Implanting the professional media culture among the humanitarian work teams, especially the media department, and making it a charter that can never be tolerated.
	Transparency and no exaggeration in the documentation.
	Workshops and periodic meetings for all workers in the humanitarian media field.
	Hold the institutions responsible for such violations accountable.
	Taking into account the circumstances of others and their human and material situation and not exploiting them to meet the organization's financial needs.
	Develop a comprehensive and shared media guide by specialists.

2.4. The Qualitative Comparison in Media Relations of Local and International NGOs

The qualitative comparison between the humanitarian institutions is one of the main means to help in going deeper into the issue of social media representation of the Syrian society affected by the war, especially the vulnerable groups. This comparison deals with the entire media process of these organizations and associations which is directly related to their humanitarian services and its impacts on the relationship with the community. The external social media observation indicates that inappropriate social media publishing has a negative impact on disadvantaged populations where all people's (who have participated in the media materials) consents must be obtained. Humanitarian media materials are considered one of the main tools in achieving advocacy related to society, especially the disadvantaged groups. However, the international policies related to this field help control how these groups are represented in terms of speaking to, about, or by them which reduces the number of violations committed in the media level on them. Training and empowering humanitarian workers in general and those working in the field of advocacy, media, and communications in particular on the advocacy and humanitarian media policies is a priority in addition to the real activation of the accountability and feedback systems.

This comparison was made through in-depth interviews with three NGOs operating in Syria, while the research relied in this section on getting at least one organization from each of the groups (A, B and C) based on previously established criteria. The process of reaching, coordinating and contacting then interviewing with a number of institutions has took a long time, as it was very difficult to get the approval from one of the organizations fall under the group A to participate in the program of this research and conduct the in-depth interview due to the sensitivity of the issue and the extent to which these institutions were convinced to appear like without establishing policies yet or actually going through such accidents while they are still in their early years of establishment. The interviews of qualitative comparison investigated the mechanisms to ensure that communications are compliant with humanitarian principles. Also, media process including social media platforms in terms of communications and advocacy planning and publishing policies, evaluate and follow safety and security systems against potential risks, humanitarian standards related to the dignity of people,

approvals, protecting their data, preventing humiliation, and not harming them including adopting the child and women, including PWDs, safeguarding policy, and global quality standards, and finally the system used for sharing information related to the media process as well as humanitarian services with the local community, including feedback and complaints.

2.4.1. Group A

A huge thanks to the [Humanitarian Initiative Association (HIA)](#) for its contribution to the research by representing group A. It is great to be involved in this sensitive topic, especially for organizations that are in their early stages of establishment. It's important to mention that HIA is not one of the NGOs that their social media accounts previously observed, in the meantime it is clear the extent of the need for development and the modest capabilities that the NGO possesses in its early stages.

HIA is a newly established grassroots non-profit humanitarian organization that was legally registered in Türkiye in 2020. HIA is in fact a continuation of SIMRO's scope of work, executive and technical team including finance, program, and health and nutrition team, process and procedures and the same governorates. HIA's staff have been actively working with major UN and EU humanitarian-based agencies and institutions including UK Department for International Development (DFID), OCHA, UNICEF, The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and World Health Organization (WHO). Similarly, HIA's staff have experienced with dealing the key donors' roles and regulations over the past five years. The key projects they have implemented are as follows: Eight projects. The team have passed successfully from nine audits without any disallowed cost, where all the work was under the humanitarian principles. The technical staff were chairing the Non-Communicable Diseases (NCD) technical working group under umbrella of health cluster along with chairing the Infant and Young Child Feeding (IYCF) and Community-based Management of Acute Malnutrition Model (CMAM) technical working group under umbrella of nutrition cluster.

HIA's management and the projects technical team in the Türkiye office are working to follow up the implementation of the organization's activities and humanitarian services inside Syria. HIA's management confirms that it does not

currently have a specialized department in field of Media, Advocacy and Communications nor are the technical staff specialized, however all external meetings almost represented by the same management. The organization owns with low active – as much as the capacity helps- social media accounts mainly on Facebook and a newly established website. Since the organization is newly established, at the moment it still does not have mechanisms to ensure that media and communications are compliant with humanitarian principles (HIA, 2022).

However, there are still no documents or forms related to the media and communication were developed for the project planning and implementation in terms of the media content to be produced or the messages that the organization planned to convey with just a general interest in the emergence of visual identity during the implementation of services. In terms of ensuring that collecting and publishing materials do not put programs, beneficiaries, or staff at risk, the HIA management team verify that the photos' components and decided if they will not put the organisation in a not good position. It is clear from this that following the safety or media standards is almost after taking the media content and there are no procedures that are taken before the content production process, but rather before sharing on platforms and website. That's not mean allowing sharing the shocking images but not having the high-quality technical media materials. HIA adopts a written consent form that should be signed by the beneficiaries before using the photos within a method followed by the field team to deal with local communities regarding the project implementation and humanitarian intervention. The managements of HIA confirms that they have not been subjected to cases of withdrawal of approvals granted by the beneficiaries until this moment, but they are always ready to remove and respect the case-houlders' decision if any request came from them.

HIA follow the basic standards of visibility and social media representation policies, its planned to develop the policies in the future by right now no official policies have been imported or developed. Nevertheless, the organization has signed the Child and Women, including PWDs Safeguarding Policy and all team members, representatives and partners, visitors, donors are aware of it. HIA shares the scope of the project in general with the beneficiaries, those served people have the basic access to a feedback and complaints mechanism that seems to need to be developed in the NGO. The content published on the social media, as well as the official website, is dominated

by job advertisements in the projects that are being implemented, in addition to some awareness publications and documentations for these services in the form of regular posts attached to pictures or videos, while it is almost rare to adopt the approach of sharing humanitarian stories or Success in written or video format similar to advanced NGOs in terms of years of establishment.

It has been observed that the faces of some children are hidden in the photos in consideration of their privacy, and this is one of the methods used to protect the data of the photographed people and respect their privacy. Also, below is a publication shared by the organization on its social media platforms, attached to a photo of its administrative staff in the project and this text "The Humanitarian Initiative continues its central role in strengthening the health system in northern Syria in accordance with the principles of humanitarian work through several vital projects, one of which was the support of the only Specialized Internal Medicine Services Hospital in the north of Syria that provides qualitative services. In the first half of 2021, the hospital was able to reach approximately 50,477 beneficiaries, distributed between 25,313 women and 25,164 men. All this work was thanks to the dedicated staff who did not hesitate to work, day and night in order to provide high quality health services."

Below are more photos from HIA's programmes:

(HIA's [Facebook Page](), 2022)

2.4.2. Group B

With a unique participation, the [Syria Relief and Development (SRD)](#) organisation performs a valuable input to the research by defining all relevant topics and details to this issue. "Syria Relief and Development (SRD) was founded in November 2011 in direct response to the crisis in Syria. SRD is a non-profit organization headquartered in the United States with offices in Syria, Türkiye, and Jordan, and has worked to provide aid to Syrians affected by violence, poverty, hunger, and displacement. The volatile situation in Syria has created a dire need for healthcare, protection, and shelter, among other basic necessities. SRD works to meet these needs in Syria and neighbouring countries through comprehensive and integrated programs. In addition to implementing humanitarian aid programs in Syria, SRD makes it a priority to [advocate for the well-being of Syrians in need](#) through being involved in many platforms like the Syria INGO Regional Forum (SIRF), American Relief Coalition for Syria (ARCS), Humanitarian Liaison Group (HLG), Strategic Steering Group (SSG), NGO Forum Steering Committee. The success of its programs is contingent upon effective advocacy that improves the collective response to the dire plight of the Syrian people. In an effort to achieve this, it amplifies the needs of Syrians by bridging affected populations and influential domestic and international policymakers, as well as the United Nations (UN), on pressing issues facing Syrian civil society" (SRD,2022).

The organization's social media platforms focus on messages it has previously planned to deliver, showing people's stories, running different campaigns, and raising funds. In addition to presenting the achievements and what is being presented at the humanitarian level in the region. These accounts are technically managed by different offices according to the languages and target audiences. The department that manages the media work in the organization is the Department of Media and Communication, which includes various specialized technical teams from photography, editing, and social communication, considering both genders due to the presence of some activities that are sensitive to women. While a separate section was not devoted to the field of advocacy, but rather it is a basic methodology and a pillar upon which the institution relies within its advocacy tools for the Syrian humanitarian cause and influence on decision-makers at several levels through general strategic planning that is always changing according to the stage and priorities, exploiting opportunities and joining

different platforms. Planning is carried out jointly between those responsible for the field of advocacy in the organization in close contact with the media and communication department in terms of implementation and ensuring the application of the approved messages and strategies that include seasonal campaigns and global events. The organization relies in its media and communication work on the mechanisms established through internal and external policies signed by the senior management board. The organization's internal media and communication policy is directly linked to the code of conduct, which includes public media practices as well as those related to social media. In addition to the technical monitoring carried out by the media and communication team in terms of monitoring all content or hashtags published about the organization or related to it, whether by employees working in the field of media or other programs and departments.

The necessary measures are taken according to the media violation, if it deserves a recommendation and a verbal warning, or additional and joint procedures are taken with the concerned departments such as human resources, according to the assessment of the case. These policies require periodic updating due to the different cases and situations, in addition to the changes taking place in the staff working in the institution, which prompts the organization to introduce the new employees to the policies and procedures and to return to monitoring practices again and training them on them. The Media and Communication Department also plans at the level of each project at the start of its launch by holding initial meetings with the program department concerned with this project based on the activities planned to be implemented and reviewing the donor's vision and requests, in line with the organization's advocacy and publicity plan.

A media production plan is prepared for the content of the project and the reports expected to be submitted according to the approved communication and media plan model, where it is evaluated on a regular basis and the results of the work are shared in a phased manner. In this plan, we prepare the necessary printed materials, whether for visual identity or related to the complaints and feedback system, in order to ensure that project information is shared with the beneficiary community. Through the organisation's media guide, which we train our teams on, it mostly corresponds to the technical guideline for United Nations organizations and international donors in terms of guiding field photographers on the principles of humanitarian media work, which

includes, but is not limited to, how to photograph, dealing with the local community, including the beneficiaries according to the backward segments of the vulnerable women, children, people with disabilities and others, also to the prior guidance of the employee before setting out to carry out the task.

The organization adopts the mechanism of communication via e-mail and prior permission with the media agencies that wish to film in our work sites, and we never allow the preparation of any report or any filming without coordination and prior approval from SRD. This is done with direct follow-up from our field team. Conducting interviews by the employees before giving any permit. SRD always put the rules of humanitarian work on our responsibility, and we rely mainly on the (no harm) rule and respect for the dignity of the beneficiary above all else. During the media mission, the beneficiary is informed about how his photo or interview is used by the organization and to ensure that this is clarified so that there is no confusion in the matter through written consent, which we respect the cancellation of by the person whenever he wants. After completing the filming phase, our media team reviews the photographed content according to the approved standards and does not share it with the Department of Media and Communications Department. Here, the team is directed to ensure that these images that violate standards or policies for some reason are deleted, and that they are never circulated and monitor the media employee, but the organization confirms that this The side still needs more effective mechanisms due to the impossibility of ensuring that the employee does not keep this data, which is directly related to the ethical side of the employee.

The central media and communication team in Türkiye is conducting the second review of the media content depicted in the field and deleting what is in violation of it permanently. The organization adopts a mechanism of not archiving any inappropriate media materials, meaning that only the correct and finally reviewed media materials are uploaded to the cloud storage platforms, including Dropbox, due to the possibility of using them on any occasion or event, thus ensuring that these materials do not overlap or be used incorrectly. The organization confirms that the media work during its humanitarian services and activities has evolved and differed with the progress of time, as it was noticed that there were errors and irregularities with the launch of the Syrian humanitarian response with the motive of helping people, as well as the difference of

local and Arab cultures with other societies such as Western, but it has vanished with the development taking place in the institution and has become almost Rarely, with the application of international mechanisms and policies. For example: Humanitarian organizations, along with the media, have covered the humanitarian conditions in Syria, such as the Syrian regime's targeting of Syrians with chemical weapons.

The written consent system was not yet approved, but we can see it today as essential in any humanitarian media work. SRD exposed to exceptional circumstances by donors who work in an institutional way and do not have any clear policies in their associations, especially in the previous years, for some control, such as exaggerating their visual identity during the provision of services, but despite that, we ensure that the dignity of the beneficiary community is never compromised, we consider these cases as exaggerated and outweigh the purposes The necessary advertising for the organization. The organization does not fully develop its media and communication policies and at the same time does not depend on ready-made policies, but rather is based on international and basic standards common to humanitarian institutions and draws from its various sources while at the same time developing its own parts as procedures that differ from one institution to another. For example, it was necessary to develop a social media policy for the organization due to the poverty of resources in this aspect, and most of the policies developed are directed to a community different from the communities we target and the different service cases with high sensitivity. It is the responsibility of the management of the organization's offices in Syria to ensure that these policies are communicated to all employees in partnership with the Information and Communication Department in terms of explaining and training them to implementers on the field. These are the mechanisms that we mainly adopt to ensure proper and correct communication and discourse with the beneficiaries. For example, we conducted three trainings for case management personnel on how to prepare case studies, communicate with people and talk to them along with the Protection Department that monitors and supports the process of protecting the communities served by us. Along with monitoring and evaluation activities, feedback, and complaints system, the organization has a general protection policy (which includes the various protection sectors) under which the purposes of media protection fall and is not dedicated to the communication and media sector, in proportion to the organization's need and commitment to the basics of personal data

protection laws. years according to our policies and this varies with the laws of the relevant country in which we operate, and we review the content we post on social media and remove any violations. In one of the incidents in previous years, one of the beneficiaries was confused about filming without his permission between our organization and another organization by submitting a complaint as a result of the media employee not properly introducing himself. A day with camp managers or residential gatherings to ensure that the process is proceeding properly and to inform the community before any information process is conducted. In addition to the employee's self-identification, the employee does not share any of his contact information with the beneficiaries. And keep the communication process through community leaders.

Mr. Buraq Al-Basha, the Media and Communications Coordinator at the SRD has stated that: "When I look at the issue of media representation on social media for the society affected by the war in Syria, I think that research in this regard and preparing a specialized study in this issue is in itself a success for the Syrian community and workers in the field the humanitarian situation is due to the amazing paradox recorded by these institutions in terms of absorbing the humanitarian crisis and the international conditions and circumstances surrounding Syria with the unbridled desire to respond to the affected community with the tireless pursuit of developing these services and implementing policies, and some institutions and people have reached the stage of development in this aspect. "I think that the issue is mainly focused on two aspects, the first is the neglect in the history of modern Syrian humanitarian work for media and communication, which mainly causes many violations and delays in development. The second part is with regard to oversight and accountability. Matters must reach the stage of real accountability by organizations Donors to associations that commit violations and do not let them pass unnoticed, should not provide humanitarian aid grants to these associations."

The SRD recounts one of its activities advocating on the effects of the war on Syrians' homes and current shelter conditions through this article: "Around 1.2 million houses in Syria have been damaged since the start of the conflict, and 400,000 of those have been completely destroyed. As a result of this and ongoing fighting, millions of Syrians have fled their homes and are living as internally displaced persons (IDPs). Of Syria's 6.1 million IDPs, only 1.7 million are estimated to live in shelters. Meaning over

70% of Syrian IDPs are without access to adequate shelter. As fighting within the country continues, the need for adequate shelter only increases. With no end in sight to Syria's conflict and escalating humanitarian crisis, it's essential to provide holistic support to these vulnerable communities. In Northern Syria, we provided shelter, water, sanitation, and hygiene (WaSH) well rehabilitation and health assistance in Aleppo where a large number of IDPs and indigenous communities have been living in makeshift homes and shelters.

(SRD Website, 2022)

The project was started to provide a healthier living standard and to better integrate IDPs with the local population. WASH support includes rehabilitating water, sewage and sanitation systems for schools and neighbourhoods, providing locals with the tools needed to maintain the repaired systems. We also provided capacity-building and empowering workshops for local communities." (SRD,2022).

It is clear from the article that the SRD relied on the method of linking the horrific reality in Syria with mentioning numbers and facts with the side that the organization carried out in its intervention in this sector. This is by using a photo -with a narrative- while working for one of the workers at the project site without displaying any additional details about the beneficiaries or their personal data.

Below are more photos from SRD's programmes:

2.4.3. Group C

[The Syrian American Medical Society (SAMS)](#) with a highly appreciated contribution, represents the third group which is C. SAMS is a global medical relief organization that is working on the frontlines of crisis relief in Syria and beyond to save lives and alleviate suffering. It was founded in 1998 in the United States as a professional

society to provide networking, educational, cultural, and professional services to medical professionals of Syrian descent. SAMS Foundation, the charitable arm of SAMS, was launched in 2007. Since then, SAMS has become one of the most active and leading medical relief organizations working on the front lines of crisis relief in Syria, neighbouring countries, and beyond. SAMS has since implemented an integrated model of essential services that emphasizes priority needs, including the delivery of medical education, training, and financial support for physicians and other healthcare workers inside Syria and in neighbouring countries.

SAMS has established field hospitals, intensive care units, dental and primary care clinics, birth and new-born care facilities, mobile medical units, and dialysis centres. Additionally, SAMS has provided mental health and psychosocial support as well as organized specialized medical missions to Syria's neighbouring countries and beyond. SAMS provides all its programs with the necessary medications, medical devices, supplies, and instruments through procurement and distribution of gifts in kind (GIK). In 2017, SAMS launched its SAMS Community Outreach (SCO) to bring free, quality health care to vulnerable communities in the United States. SAMS media team works within the context of the organization's vision and value in terms of humanitarian work and reflects its policy with full commitment. As media products work to reflect the services and provide medical awareness in different contexts - Covid 19 for example - while preserving all respect for the beneficiaries (SAMS, 2022).

Adjustment Mechanisms:

    a) A guide established on how to draft media texts for all social media publications (style book). The guide refers to principles and values in humanitarian and media work.

    b) All media materials sent from the field, were reviewed, audited, and reviewed for their suitability for publication in human terms, according to the SAMS guide.

    c) Several levels of the organization management are shared with all communication and media materials, enough time to review and give any feedback before publishing.

There are plans adopted for media content depending on the programme's departments, while the media team prepares annual plans for the grants and projects. These plans include the media materials that will be produced during the year, and they are approved in coordination between the media and programmes teams, under the supervision of the advocacy manager and the head of programs. Also, there are annual plans for medical campaigns in cooperation with the advisory team. The plans include media materials that will be produced during the year in particular for the campaigns, also they must be signed off by and in coordination between the media and the advisory teams under the supervision of the advocacy manager and the senior health advisor. At the advocacy levels, SAMS used to set the annual advocacy plans coordinated between the media and advocacy team under the supervision of the advocacy manager. For every project, there is a central focal point from the projects department who communicates with the senior media and communication officer. The communication at the field level is done with the media team mainly, who communicate with the media department of the organization in a clear sequential manner.

SAMS' Media work rules:

a) Ensuring the beneficiaries agrees to filming and shared them stories in SAMS media platforms. The beneficiary's signature on consent is required in writing.

b) The media content commitments of the media speeches and outputs to humanitarian standards and the rejection of the speeches of "intolerance, extremism, hatred, discrimination" and any inhumane or hating speeches.

c) Ensuring that the staff agree to share their stories and use their quotes in the content in SAMS media platforms.

d) Commitment to the objective, professional human language, and not use the political language and speech.

e) Do not use bloody and sensitive content. In times of necessity, the responding to the wounded due bombings, we blur the photos.

f) Not presenting all beneficiaries in all segments and ages, in weak and inappropriate manifestations.

g) Not to fake any writing contents, photos, and videos.

h) Checking the content with the advisory before publishing.

i) Monitoring the public comments to ensure there are no violations of the humanitarian with which SAMS operates and stories. While preserving the right to express and respecting the public's opinion.

j) Always adhere to the rules of professional media work that respect people regardless of religion, race, and colour, and reject hate speech, racism, and sectarianism.

k) According to each grant, we review the visibility guide and media and media guide for the donor to agree on the appropriate general lines of its media policies and to ensure there is no dissemination process in violation of the policies.

l) SAMS signs media concept notes with all the facilities that support it. It specifies the rules and laws of the publication even within the special pages of the facilities that may not be under SAMS management. to ensure that the pages are working under the rules and standards of SAMS policy.

While one of the most important rules of SAMS media works is: Not to represent the beneficiaries in weak and inappropriate manifestations, there is no story published for any beneficiary without the written consent. The media team is obligated to mention the name that the beneficiary prefers, whether if it is real or nickname:

a) The consent form includes an explanation that the beneficiary's story will be published on SAMS media platforms.

b) The team explains to the beneficiary how their story will be used, where it will be published, and what written consent they will sign. These steps come before the interview.

c) The team not to compel or pressure on the beneficiary to agree to the interview. The team fully explains the purpose of the publication and the place of publication on SAMS before doing the interview.

SAMS' AMC teams confirm that when the team members start interviews with beneficiaries, they introduce themselves and their work in SAMS, they explain to them the purpose of the interview or story and the place of publishing. The media team members are committed to conveying the information accurately and clearly, without any change to the quotes or information that may change the meaning. Also, one of the

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procedures followed in the aspect of safety and risk prevention is not to filming the facilities from the outside so that their location will not be revealed for fear of being targeted. The institution is committing if the beneficiaries or staff are asked to not to provide information about them that they do not want to be mentioned.

All staff of the organization is signatories to the Child Protection Regulation, the commitment of not to sexual harassment, and everyone within the human resources system routinely does courses on these topics, in addition to a new course at the end of the year 2021 on safeguarding policies. It's directly relevant to the effective complaint mechanism that SAMS have, in every facility, there are posters boards and instructions for how to make a complaint or question and all the details of this mechanism. The monitoring and evaluation team in cooperation with the media team have placed these posters in SAMS facilities in places that have eye-catching for the beneficiaries, and there are videos of the complaints' mechanism is displayed on all screens in the facilities. The media team members fully present themselves to the beneficiaries with their specialization and work. The beneficiaries can reach the media team members if they change their minds later and refuses to publish the story. Therefore, all the beneficiaries' questions are responded to consistently, and each employee answers according to his competence in the organization.

While The team follow the humanitarian policy standards without putting any pressures to make filming or interview on people, and full explanation of the media mechanism of action, the method of publishing the story and the place of its publication in the media platforms is an essential procedure, it was already recorded that several times beneficiaries requested that we remove their stories from social media platforms after were published, they've withdrawn their consents even though they had agreed to be published, SAMS dealt with that directly with a full respect to the case holder decision and removed these stories. SAMS narrates in a human story entitled with "She Finally Became a Mother Just as She Lost Her Husband" that: "As long as the violence continues, the reality for those living in northwest Syria remains bleak. When people imagine life under the bombs in Syria, they don't think we have anything to do or responsibilities to keep us busy. They don't think about how we're like everyone else. We want to live, raise a family, and create a beautiful future for our children, said one of SAMS beneficiaries in Idlib. Recently, at a SAMS-supported hospital in northwest

Syria, a woman who had struggled with infertility gave birth to a child via caesarean section. For ten years she and her husband had dreamed in vain of having a baby before deciding to try in vitro fertilization (IVF)" (SAMS: 2019).

"Her husband stayed by her side during every visit to the clinic, and anxiously protected her from any stress or inconvenience that could interfere with the pregnancy. The waiting room was always packed with women who insisted that he remain outside during her check-ups, where he would wait to see her and hear the good news, smiling ear to ear. When the day came for her delivery, the patient arrived by ambulance without her husband. While she and her husband were on their way to the hospital, a bomb had gone off, hitting the road, and flipping their car. When first responders s arrived at the scene, the woman was transferred to SAMS' Al-Salam Hospital in Idlib, while her husband was transported to another hospital for treatment. She gave birth alone, repeating her husband's name over and over throughout the night. While she was giving birth, her husband succumbed to his injuries. Her son would never meet his father, and her husband would never meet the son he had always wanted. What should have been one of the happiest days of her life was ultimately devastating. The Syrian conflict has had grave repercussions on the provision of reproductive and neonatal healthcare services. Of the 62 targeted attacks registered on 45 health facilities during this period, 6 have targeted maternity hospitals, further decreasing the capacity of the already-beleaguered health system to care for expectant women and their new-born children. A pregnancy in Syria can be especially dangerous. Even when a pregnancy goes perfectly, the conflict makes tragedies like this one happen far too often. Families should be able to live in peace, yet in Syria, moments that should be filled with joy are tinged with suffering" (SAMS: 2019).

In telling the story, SAMS relied on numbers and statistics issued by official sources monitoring the conflict in Syria and its effects. From a media point of view, it is clear that it was satisfied with the influential storytelling with an original and simple image of the new-born baby, and quotation form one of the beneficiaries, taking into account their privacy and personal data. This methodology is one of the unique and professional way of telling written human stories also considered as much as enough in terms of safety and advocates well on the cause of the vulnerable affected by war without

representing them in an inappropriate manner or violating global policies and regulations.

(SAMS Website, 2019)

Below are more photos from SAMS's programmes:

2.5.   Is the Problem with How to Help or Just to Show People?

Scholars have long examined what factors influence the communication plan of NGOs. One school of thought emphasizes the role of funders. Some would argue that the competition for funds drives organizations to adopt similar issues, which align with donor interests. To varying degrees, empirical studies support these claims and find that donors, governments, and organizational cultures influence communication practices (Powers, 2019).

The findings of the research, as well as deductions from accidents, statistics, and reports in this regard, suggest that the issue may not be limited to the apparent media component of these situations and that there are certain infractions that go unnoticed by the media during humanitarian operations. However, violations committed by exploiting

or harassing beneficiaries in the manner of speaking with persons, as well as the treatment of vulnerable groups of women and children or persons with disabilities during these services, may occur before, during, or after the media process of humanitarian response. All of this may have gone unnoticed by the media, and the individual affected was unable to file a formal complaint or have his or her voice heard, suggesting that an essential feature must be emphasized, and careful monitoring is undertaken around it.

This aspect has a significant impact on the humanitarian organization's local reputation, so from time to time some short video clips are recorded by mobile phones from a distance of people who witnessed a media violation behind the scenes, such as deliberately preparing the location for filming with children to show them in a pathetic situation or leaking the way humanitarian workers talk to people during the distribution of humanitarian aid. This study suggests that some of the most important procedures for overcoming this problem include increasing the level of awareness of all humanitarian workers on this issue, as well as increasing the level of application of accounting and incident reporting systems, as well as providing broad awareness sessions for the war-affected community during or outside the provision of humanitarian services so that they can protect their rights and have their voices heard.

2.6.   Ensuring Social Media Helps Not Hurts

The mission is to enhance communication in order to accomplish this goal is evolving at a rapid pace. Communication in crises has historically depended on persons who had little expertise of a place, the languages spoken there or the systems their audiences were likely to be interested in. Innovative techniques and agreements stress the need for communication and connection during a crisis. Aid workers must realize that the solution to their communication problems does not lie in the creation of a new app. There are literally a lot of them. It's all about getting to know your audience and understanding the difficulties facing women and other marginalized communities.

"I haven't spoken about foreign media and how they cover assistance response and catastrophes yet," Martin Dawes said in a statement. More than anything else, he was worried about what occurs when people in crisis come into touch with first responders, and how they might improve the two-way communication that's so critical in these situations. When a pandemic approaches and humanitarian resources are

expected to shrink, scholarly study in this area becomes more important. Local action and response, as well as maximizing assistance effectiveness while using the least number of resources feasible, need a greater level of participation and communication that goes further than token efforts (Dawes, 2017).

In many cases and circumstances, the humanitarian crisis in Syria has proven the media's success in shedding light on the issues of those affected by the Syrian war, despite it going through cases of violations and societal harm. On the other hand, humanitarian media has changed the lives of some vulnerable people in a completely unique way. These successful experiences should set an example in how to highlight the capabilities and will of the Syrian people. Through external monitoring of success cases on social media as well, dozens of cases have been accessed in a sound and correct manner. Some of these people have even made their voices heard to the countries' top politicians and decision-makers as a result of their photos and videos being widely shared.

Additionally, some activists were able, by taking the advantage of social media platforms, to reach a larger audience and donors on a large scale, which allowed them to raise millions of dollars in order to help the needy refugees. "Weary Syrian toddler receives prosthetic legs in Türkiye" was the title of a success story of Syrian child when the Turkish Interior Minister Suleyman Soylu instructed relevant authorities to bring Muhammed, who was struggling with his family in one of Idlib's tents where displaced civilians are living, so Türkiye's disaster agency, AFAD, and provincial governor in southern Hatay province brought him along with his family on Sept 1, 2020. On Aug. 28, [Anadolu Agency](#) shared Muhammed's story with the world as his family were living in harsh conditions in a region of Idlib where forcibly displaced civilians take refuge.

Health professionals immediately started the prosthetic rehabilitation process in the capital Ankara, the little child got his prosthetic legs. Once the seven-week-long adaptation process was concluded, Muhammed and his family returned home in Syria's north-western Idlib city. Halit Misayrif, Muhammed's father, said the first phase of the treatment was over and an artificial limb would replace the initial prosthetic in the coming period. His son started to smile once again, Misayrif said, adding that Muhammed would soon be able to walk on his own with the help of Anadolu Agency

which narrated Muhammed's suffering and prompted awareness of Turkish authorities (Karacaoglu & Karaahmet & Ozcan, 2020).

(Al Abdullah, 2020). The Turkish Interior Minister Suleyman Soylu nominates the image of a Syrian baby as the image of the year 2020 taken by the photographer Muhammed Said. Syria: Social Private Blog. https://hadiabdullah.net/

Photo: After the child Muhammad and his father returned to Syria after the prosthetics were fitted, Anadolu Agency News (2020).

The "Omran" Program presented by the Sudanese sports commentator on the "Bein Sport" network, Siwar Al-Dhahab, a part of it was sponsored by Qatar Charity Foundation and was shown on Qatar State TV, aroused the admiration of many since it was shown at the beginning of the current month of Ramadan. Realistic stories from inside northern Syria. The program sheds light on many issues that Syrians live in in the liberated areas of the north, which are controlled by the Syrian opposition forces. The presenter, "Siwar al-Dhahab", chose it as a geographical spot that conveys the humanitarian situation and can influence the Arab environment in general. The fourth episode included an adequate report on child labour in northern Syria in harsh conditions; Like the work of some of them in hardship work such as oil burners. In that episode, which was shown on Thursday, April 15, 2021, a Syrian young man named Ahmed, who works in crude oil refineries, surprised the presenter during the preparation of the program, especially since the young man had a beautiful and moving voice that caught the attention of the presenter. This coincidence resulted in the display of Ahmed's talent, who was wearing black because of working in burners, conveying his suffering, changing his reality, and returning him to school after benefiting from a special encouragement grant from the program (Alkhaleej Online, 2021).

Omran Program | first season 2021 | Episode 4 | Childhood Under Flame Part 2- YouTube.

Omran Program | first season 2021 | Episode 4 | Childhood Under Flame Part 2- YouTube.

Under the title "The hardship of life is over... A Syrian child shook the world with his image and Italy embraced him" Al Arabiya Al Hadath titled its report on the child Mustafa. Adding that "Turkish photographer Mehmet Aslan did not know when he took this picture that shook his cruelty and conscience that it would change the lives of this family and turn it upside down." The photo was taken in the city of Reyhanli in the Turkish state of Hatay, on the border with Syria. The picture showed the Syrian father, Munzir Al-Nazzal, laughing on one foot, carrying his son Mustafa, who was also born without limbs due to a congenital disorder caused by the medicines that his mother had to take after being infected by inhaling toxic gases released by the regime forces in Syria, Al-Nazzal revealed, in exclusive statements to Al-Arabiya Al-Hadath channel, that he was injured during the bombing of Khan Sheikhoun in the countryside of Idlib, as a result of which his right foot was amputated, in addition to his stomach and back injuries (Al Hadath, 2022). While **Italy24News** entitled that with "Mustafa, the limbless child symbol of the Syrian drama is in Italy: new life in Siena. With his father Munzir he was the protagonist of a photo that has become the symbol of the war in the Middle Eastern country. "They landed at Rome's Leonardo da Vinci airport with a scheduled flight from Istanbul around 5pm on Friday 21 January 2022, and to Siena, where they arrived in the evening, they will start their new life in accommodation made available by Caritas and the Archdiocese. A shot, that of the Turkish photographer Mehmet Aslan, who had moved the entire world by winning the absolute prize at the Siena International

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Photo Awards 2021. "Now he is your son," said the mother of little Mustafa to the organizers of the Sipa just after landing. A solidarity competition had started from the city of the Palio which led to the collection of 100 thousand euros and the possibility of a course of treatment in the Centro Presi Vigoroso in Budrio (Bologna). Only in two weeks, after a period of quarantine, the doctors will be able to subject them to examinations with the hope of being able to apply prostheses that can restore the legs and arms to little Mustafa and the right leg to his father Munzir." The agency added (Italy24news, 2022).

Award-winning photo shows a 5-year-old Syrian child, born without arms and legs, smiling with his father who lost a leg during the war in Syria | PHOTO: Sipa press office /ANSA

Mustafa, the limbless Syrian boy, and his family arrive in Italy, www.memesita.com

These success cases prove that there is a higher duty of the media agencies, professionals, local and international humanitarian organizations in media and advocacy side, by not focusing on the weaknesses of people affected by war and showing them in an inappropriate way as much as focusing on their abilities and working to change their lives to a better situation, this was a common feature figured out between these cases have achieved results and response in a much greater proportion than in which the vulnerable appear in a humiliating or exploitative manner. This indicates that humanitarian institutions should stay away completely from media violations and take advantage of the media agencies and social networking sites as much as possible to create new experiences and address humanitarian issues in a different way that keeps pace with the impact of societies, stakeholders, and states. Humanitarian organizations must also inform the local community about the extent of their capabilities and limitations in terms of response. The local community views the humanitarian organizations as being able to end the suffering of everyone, while the organizations need more interaction with the community and explain to them why they cannot solve the problem completely. This approach makes society on the offensive and organizations on the defensive and often withdraw themselves from appearance with the exception of some cases, people or press releases that were issued.

What makes the organizations unable to shed light well on the humanitarian issue especially that focuses on cases needed to the urgent response is the responsibility placed upon them, meaning that they try to publish on social media their achievements more than presenting the needs and conditions of people because they are thus addressing themselves as they are directly concerned in the region about the response, so it resorts to responding to some cases through unannounced communication with individual donors and here, we find that mass media is freer than organizations in the dissemination of media content. Thus, the field remains open for violations in the media coverage process of the needs by charities and volunteer persons motivated with helping people but in unprofessional ways or lack of sufficient knowledge that directly affects the credibility of the work of the entire respondents' segment.

2.7.   The Summary of Quantitative Analysis

Total observed I/NGOs' social media performance	Total observed mass media reports on the issue	Total local community members surveyed and matches the criteria
30	20	686

The quantitative approach is mainly based on the external observation of social media for 30 I/NGOs and associations operating in Syria northwest. in addition to more than 20 official reports on human rights media violation issued by various media agencies. In contrast to this, a measurement survey of community satisfaction with this social media representation was conducted in depth online and face to face with 686 people affected by the war in Syria including the disadvantaged groups. The results indicate that the local media and through social media are watching with a state for any violation that occurs at the level of humanitarian services. And that there is a general known situation in this field, not only in northwest Syria, but in many areas inside and outside the country, which led to the division of society over its opinion on this issue and the extent to which the institutions' performance, technical knowledge and application of the approved policies differ. Many of the media reports that were observed presented the opinions of a segment of society, and documented cases of media violations, to the point of mocking the services provided by NGOs. The observed 30 I/NGOs were divided into three groups, A, B, and C. and each level has a different

criterion, starting from the 1st year of establishment till decades of experience. All of these institutions have in common that they work in Syria to serve the affected people in different sectors, level of impacts and technical experience mainly in the AMC field. This comparison indicates that the percentage of violations in the media field rises among NGOs and charities in the early stages of their establishment – group A- which did not seek or could not develop the quality of their services and media process. These violations mainly occur against children, women, and people with disabilities.

This group's behaviours directly affect the reputation of all NGOs working in this field due to the type of breaches committed. With the progress of the years of humanitarian work, and the expansion of the NGOs / charities services, especially in the field of advocacy and interaction with international institutions and obtaining strategic partnerships, the NGO begins to benefit from its experiences in its early years and adopts the application of general policies and regulations in protecting the affected community during providing services more than before. Therefore, it notices a low number of violations, and seeks to protect its reputation significantly, interact well with the community on social media, and make efforts to strengthen the system of feedback, accountability, monitoring, evaluation and learning in its various programmes. These NGOs are in the middle stages of progress in humanitarian work – some of them already in advanced level- however, they started either developing policies derived from international regulations with the support of external consultants or relying completely on ready-made policies to ward off any problems and attract donors. Therefore, it was clear that the level of social media has developed, and its control over it, while noting the need for constant development in the type of content and the method of dissemination and advocacy for the humanitarian cause in unique and safe ways. This means the second group which is B. It was noted to provide some training and development sessions in the media in protecting the beneficiaries, especially the vulnerable, since it is convinced of the urgent need for improvement and a fundamental solution to the problem.

Although there is a clear overlap in the nomenclature of many organizations, for example, local organizations bearing an international name, or a branch of a local institution in another country, nevertheless, the community of humanitarian NGOs know very well the nature of the real international institutions in terms of providing grants, funding and approving implementing policies, providing training and building

experiences, methods of implementing humanitarian services and procedures followed with global mechanisms. These organizations have a long experience and history fall under group C. It is noted that the content of social media and the publishing system as well as its official websites has matured with the scarcity of media violations. These experiences of international institutions hold them responsible for completing oversight on organizations that provide them with grants and funding, as well as building their capabilities in the field of media, communication, and advocacy more broadly, however this is what they do despite the slow process. It also needs to strengthen the system of monitoring the social media of local associations and organizations in the early years of its establishment also to take their hand in the process of development and protection of the serving community.

In Syria, it seems that the relationship of the mass media with civil society organizations represented by non-governmental organizations and associations is not good enough, and it needs a different approach on many fields, at the level of coordination by the main offices and headquarters, and the collaboration at the field workers including correspondents and employees, representatives and speakers, the most importantly, the development of working mechanism to be at the same crucible not scattered. In contrast to all of this, the war-affected society does not distinguish between these groups, nor the level and nature of the organization, whether the person providing this assistance is a person or a local or international organization, and whatever its agenda and media behaviour, this is a crisis that requires action. Statistics in the quantitative survey that targeted the Syrian community in the north of the country in this research indicate that most of the community realizes the importance of the media in relation to its humanitarian issue. A high percentage of three quarters believes that humanitarian organizations are accepted in the region, and the fourth quarter sees the opposite. The results also show that there is a clear defect in the completion of the media process in its early stages and at its end by non-governmental organizations, meaning that there is a high percentage of field teams that do not present themselves to the community before starting the media process, and do not provide sufficient information to the beneficiaries about the media material and its use, at the same time, society clearly is not aware of their media rights and needs real awareness. It appears from the statistics that have been obtained, how divided society is in its evaluation of satisfaction with their

representation on social media by humanitarian organizations. The results indicate that nearly half of the participants are satisfied with their social media representation, while the other half is completely divided between dissatisfaction and unwillingness to express their opinion, but rather they adhere to neutrality. The percentage of people who do not wish to express their satisfaction or dissatisfaction is considered high which was exceeded the quarter. This is an indicator that requires serious work to regain the community trust in a broader way, and that there is a lot that these NGOs have to do towards the community.

2.8.   The Summary of Qualitative Analysis

Total in depth surveyed I/NGOs' AMC workers	Total in depth interviewed I/NGOs
30	3

Based on the qualitative and technical survey conducted with 30 humanitarian workers and specialists in the field of advocacy, media, and communication, it was reached that they confirm the real problem of Syrian society social media representation not only by NGOs, but also the local mass media workers. They see that most of the violations are unintentional, but more than a quarter of the participant confirm the deliberately use of this type of media mechanism by NGOs for various purposes, most notably securing fund. The division was clear to about half over the occurrence of these violations by local organizations only, or local and international organizations as well which is seen by nearly 60% of participants. Despite this, most institutions are moving towards controlling these violations, developing their media process, and preventing any similar breaches. More than three quarters of the participants believe that the society's satisfaction with the social media representation of the affected, especially the vulnerable groups, is at a medium level, while the rest are divided in evaluating this between good and bad satisfaction. To better understand the Syrian community impacted by the conflict, particularly the vulnerable populations, qualitative comparisons across humanitarian agencies are essential. This comparison compares the organizations' overall media process, which is closely tied to their humanitarian services and influences on community relations. The research hypotheses examine the relationship between media breaches and the organization's years of humanitarian experience. As external

social media observations show that incorrect social media publication negatively impacts disadvantaged communities, all participants' consent must be obtained. It is one of the key methods used to advocate for society, particularly the disadvantaged groups. However, international policies in this sector assist restrict how these groups are portrayed in terms of speaking to, about, or by them, reducing media violations. Training and equipping humanitarian workers in general, and those in advocacy, media, and communications in particular, is a priority, as is activating the accountability and feedback mechanisms. In this part, the study depended on identifying at least one organization from each of the group (A, B, and C) based on previously defined criteria. Getting approval from one of the organizations in group A to participate in the research program and conduct in-depth interviews took a while due to the sensitivity of the issue and the extent to which these institutions were convinced to appear like without establishing policies. The interviews of qualitative comparison were focused on the mechanisms that guarantee how communications adhere to humanitarian standards, media planning and publication rules should include social media platforms. Also monitoring safety systems in NGOs media, global quality standards and human dignity, protecting children and women and PWDs. Finally, the mechanism is utilized to provide information about the media process and humanitarian assistance to the local community.

Three organizations contributed to this qualitative comparison; The results show that the level of sensitivity, control of social media, planning and importance of media material, raising the quality of technical performance like photography, publishing, preparing human stories, interaction and communication with beneficiaries, feedback and complaints systems, commitment to humanitarian work standards, public presence and advocacy strategy, reaching the public in different languages and regions, make campaigns and fundraising, producing policies and regulations, influence on decision-makers, reputation, they all gradually rise among the three organizations according to the years of experience and available resources, most notably financial, human and relations in addition to what extent the organization contribute and interact with international institutions, bodies, stakeholders and platforms interested in the crisis increases.

CONCLUSION AND RECOMMENDATIONS

This research indicates that the community's involvement in communicating its voice and joining it in the illustrated or published media material is one of the essential recommendations that INGOs and NGOs should work on shortly. So that it deviates from the standard template for media work conducted by organizations they would. Thus, the community could take complete freedom in accepting or refusing the participation and expressing the messages they want to convey safely and securely from any psychological effects or exploitation that may be believed to have occurred to them. This participation necessarily means raising awareness and building the capabilities of this community, especially the vulnerable groups, to determine their desires and take the appropriate decision independently by conducting a series of sessions on the media rights of the war-affected people focusing on the vulnerable groups.

Whenever possible, discussions should be held with local community members, including children and adolescents. Community meetings at different stages of the information-gathering activity can serve various purposes, including sensitization, review, and interpretation. These discussions can serve the dual purpose of improving adherence to ethical standards and improving the quality of the information gathered (Balbo & Nolan, 2015).

These sessions present the mechanism of dealing with different media circumstances by themselves, preserving their rights related to dignity and preventing exploitation. Additionally, how to communicate, report and give feedback or verify the visitor (media worker). This awareness will directly develop the two-way communication mechanism between society and humanitarian institutions, whereby individuals in the community can share their views, convictions, and messages correctly and effectively whenever they want. Training people on how to use the available communication tools of feedback channels like voice responses, mobile phones, face-to-face interviews, radio, social media tracking and other devices. These would help ensure vulnerable groups are identified, have access to information, and their needs are adequately supported, reduce safety and security risks and empower them to make informed choices about the options available to them.

New digital channels of communication in crises mean that affected populations are increasingly able to self-organize and reach out directly to aid providers and international audiences, bypassing traditional state and media constraints. Digital crisis communications are widely regarded as empowering: they give voice to average citizens and communities, bring to the forefront voices from developing countries and democratize crisis response, also enable international spectator audiences to engage in digital humanitarianism as opposed to mere financial donations and previous inability to provide more concrete aid and give NGOs better control over their message. This opens opportunities for "people-centered humanitarian action" where the power of agents in humanitarian crises is significantly redrawn (Chernobrov, 2018).

It was noted in northwest Syria that social media is widely used and is one of the tools that should be used more by NGOs in rebuilding bridges of trust and the relationship with the society, just as many institutions have done more interaction and explain the merits of matters and prominent issues to them. This would reduce the gap between the two parties towards a more effective and successful humanitarian response. Community Participation providing opportunities for affected people to participate in decision-making processes around the design, implementation monitoring and management of aid activities.

Participatory video (PV) another valuable tool using people's own words to express their needs was a powerful way to get feedback on the response and help decision-makers to adjust plans. However, developing trust with communities takes time. Feedback mechanisms should not be mechanical but the basis for ongoing dialogue and relationships with communities (From Words to Actions, 2018).

On the other hand, humanitarian institutions must build their capacities, Administrative and field teams, develop policies, and establish more precise mechanisms for oversight and accountability for mistakes and their verification at the level of the organization and the bodies that bring together these institutions in the field of media and advocacy. The idea of establishing a local humanitarian media charter that draws itself from international and humanitarian standards in this field may be considered one of the things that may improve the mental and procedural image of these violations in terms of ensuring that all organizations at all levels are aware of these standards and consequences, respond urgently to any situation or case that may harm the

image of humanitarian work in the field and on social media, isolate associations that do not follow this charter or are not registered officially and known, individuals who commit these violations whose actions are reflected in humanitarian response.

The effect of the lack of regulation that occurred in the failure to hold NGOs and associations that commit these mistakes accountable, directly affects the reputation of all categories working in this field and the trust of society in those who stand with them and aid. Emphasis should be placed on non-governmental organizations and emerging associations, in addition to associations that have been established for a long period of time but have not taken developmental steps that adhere to general protection standards. It can be said that NGOs that are advanced in terms of experience and resources have a real opportunity to build the capacities of NGOs and associations that fall under this scope - some already doing that - and as many international organizations have focused on developing the capacities of many local Syrian partners working in the field of advocacy, media, and communications it is necessary now to pass it on locally more broadly.

Accountability, Feedback and Complaints Mechanisms: Just as this aspect needs to be developed at the institutional level, it must be internally without compromise. Implementing safe, appropriate means for affected people to express opinions and complaints and for aid providers to respond and take timely corrective actions when needed is essential. It is noted through the research that it is necessary to find tangible development tools and renewal in the mechanism of feedback and complaints in the media work in addition to the services provided. It may include coming up with different ideas to ensure that humanitarian workers are obligated to deliver contact and complaints information, as well as raising awareness of the importance of this in ensuring that the rates of violations and media exploitation are mitigated, while at the same time, the beneficiaries in particular and those affected in general feel free to make decisions and understand well the impact of their decision on the media process.

The engagement of vulnerable people in media practices is also an essential step in the right approach toward resolving the problem of at a very high rate. Gaps in policy development and implementation; negative attitudes of family members and communities; and limited trained staff who have good knowledge, are all contributing factors to the lack of inclusion of people with disabilities in humanitarian response.

Women with disabilities may not believe they are entitled to emergency relief or lack the self-confidence to advocate for themselves and their needs because of their experienced long history of marginalization. Insufficient knowledge of humanitarian concerns, systems, and procedures makes it difficult for women to explain and effectively convey humanitarian issues or know where to direct impacted women and girls with disabilities to essential assistance (Rohwerder, 2017). The inclusion of children in all types of media creation must be properly planned so that everyone involved knows what can and cannot be done. (Barry & Jempson, 2005).

The United Nations is committed to the full and equal treat of all human rights by all persons, including PWDs. The work of the UN for persons with disabilities is now supported by a legally binding document – the Convention on the Rights of Persons with Disabilities – that prepares the way to further empower PWDs to better their lives and promote their inclusion in society on an equal basis with others. Attention should be drawn to the whole image of disability in the media with a view to an accurate and well-balanced portrayal of disability as a part of everyday life. The media can play a significant role in presenting disability issues in a way that could eliminate negative stereotypes and promote the rights and dignity of persons with disabilities. Furthermore, options should be improved on how to present PWDs in various media and the importance of supporting the work of the UN to build the peaceful and inclusive society for all. The Convention on the Rights of PWDs can help as a tool to enhance the media work in promoting the rights of persons with disabilities. It is vital to include PWDs and their organizations in preparing for any media and communications strategy, event or process. A common slogan that echoed through the halls of UN Headquarters during the drafting of the Convention was "Nothing about us, without us". Multistakeholder partnerships that include Governments, UN system organizations, civil society organizations, as well as organizations of PWDs is the way forward to advance the rights and inclusion of persons with disabilities in society and development (UN,2021).

In celebration of the 30th anniversary of the historic Americans with Disabilities Act, RespectAbility's Vice President Lauren Appelbaum sat down with disabled journalists and non-disabled allies who have used their platform to spotlight stories that highlight the importance of disability representation and coverage in the media. "I don't think journalists are putting up a wall. I think it just doesn't occur to them," said Tim

Gray, a senior VP at Variety. To have more coverage of people with disabilities in the media helps to have journalists with disabilities. As a journalist with a disability herself, IndieWire TV Editor Kristen Lopez discussed why it is more authentic to have journalists with disabilities write these pieces. They should have the opportunity to cover stories that don't have to do with minority groups. Lopez said she has great co-workers who well understand this and emphasize self-advocacy's importance (Howard, 2021).

Similarly, humanitarian responders in the Syrian context do not put a wall in front of the PWDs – and other vulnerable groups - in the field of media, communication, and advocacy. Still, it just does not occur to them, and this is the time to act and carry on through this grant to obtain more excellent coverage of PWDs in the Syrian crisis. Persons with disabilities must be more included in media work and humanitarian advocacy; staff from this community group should have the opportunity to work in this field and manage the media & comms work as they speak on behalf of themselves. Included PWDs in media work - and disadvantaged groups in general- should receive sessions on media representation standards for the vulnerable, disadvantaged groups rights on social media and in designed media materials. The aim is to make those who manage social media or produce graphic designs of IEC materials for local NGOs from people with disabilities, which will add value to control committed violence of standards. Moreover, PWDs will be the most familiar with the impact of these media materials (published or designed) on vulnerable peers. They will raise the level of compliance of local NGOs with protection policies in the media field.

The mass local media sometimes plays a defamatory role through social media, and this is what was reached through the research, and here there must be a shift towards the role of constructive criticism rather than defaming NGOs and exploiting the trend as media material. Since the media and the press in general are concerned with details, some media outlets must be more precise in the nature of terminology and the method of transmitting news. In some reports, speed in transmission and lack of investigation were noted, and in others, generalization, or wrong transmission to the people, which negatively affected humanitarian institutions. A strong clash is looming on the horizon which is the data protection laws applications. In light of the huge content that was published during the first ten years of the Syrian war by humanitarian and media institutions alike, this content includes the personal data of people affected by the war –

including vulnerable - in the form of videos, photos, information, and personal data, etc. The world countries at all situations have begun to focus more on the Personal Data Protection Laws' applications. This requires these institutions to speed up the processing of previously published data in the urgent response to the Syrian humanitarian crisis earlier. The imminent danger is represented in the large content that have not obtain the consent of its owners in advance and the changes taking place for those such as children who have become in their teens, and the nature of the information that social media platforms collect about users and the content shared on them. All of this may put these institutions at risk of legal accountability at any point in time.

Protection first, then advertisement: within the research, it was noted that the general interest of NGOs operating in Syria in publicizing their services and clearly using their visual identity, but some of them were excessive and seemed to be competitive, this was discovered through the nature of the content and the formulation of texts utilized on social media. Providing protection for people is always has the priority more than advertising for services, it's a fundamental issue that must be developed by institutions in general, and mainly for NGOs whom in the early years of their establishment. Since this study is one of the most recent research projects in this regard, it is recommended to conduct in-depth research with a legal dimension of data protection issues due to the impact of the wide published content on social media in humanitarian response that may include other groups and regions in Syria where the people, and also the whole country are massively affected for decades.

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Attachment 1: The English version of Syrian Community Satisfaction Survey

Crisis_affected_community_(disadvantaged_groups)_Measuring_the_satisfaction_of_media_representation

This study seeks to measure the community's satisfaction with the media practices inside Syria through the intervention carried out by civil society organizations.

Are you agree to do this questionnaire?

◯ yes

◯ no

Section 1 :Survey information

Interviewer Name

_____

Interview Date (Day/Month/Year)

yyyy-mm-dd

Type of Visiting place

◯ village

◯ camp

Governorate name?

◯ Idleb

◯ Aleppo

Village name?

_____

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Camp Name?

_____

SECTION 2: Respondent Information

what is the name of respondent ?
-

_____

What is the type of gender?

◯ Male

◯ Female

Marital status?

◯ Single

◯ Married

◯ divorced

◯ widow

what is the age of respondent?

_____

What the health situation of respondent?
-

◯ Person with no disability

◯ Person with disability

If There is a disability please descript the type of disability ?

_____

What the type of residence ?

◯ Host

◯ IDP

Do you have a work?

◯ yes

◯ no

SECTION : Satisfaction with the media inside Syria

Do you use social media? Or interested in the media, such as watching TV?

◯ yes

◯ no

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If your answer is yes, which of the following is most important to you?

- [ ] TV
- [ ] Facebook
- [ ] Instagram
- [ ] Telegram
- [ ] Twiter
- [ ] LinkedIn
- [ ] Other

other speacify

_____

Do you consider that media work is necessary to convey the humanitarian issue of the Syrian crisis?

- ( ) yes
- ( ) no

**Have you ever dealt, monitored or participated in any filming
or publishing process by local organizations or media professionals?**

- ( ) yes
- ( ) no

**In your opinion, do organizations /media workers have the acceptance
of the community (communities) in terms of media applications?**

- ( ) yes
- ( ) no

If your answer is yes, what is the level of this acceptance?

- ( ) very good
- ( ) Good
- ( ) middle
- ( ) Bad
- ( ) Very bad

Have you ever been asked to be photographed for the purpose of obtaining assistance?

- ( ) yes
- ( ) no

If your answer is yes, did they ask for your prior approval?

- ( ) yes
- ( ) no

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What is The level of your satisfaction with the media handling mechanism in terms of prior approval and coordination, method of photography, filming and interviewing?

◯ Satisfied

◯ Neither satisfied nor dissatisfied

◯ Dissatisfied

Do they usually introduce themself before the media interview or photography?

◯ yes

◯ no

Are the following information had been provided to you prior to the interview (who represents/the purpose of the interview/how it will be used and disseminated/duration of use)?

◯ yes

◯ no

What is Your level of comfort and satisfaction with the honesty in conveying your messages in a transparent and sound manner?

◯ Satisfied

◯ Neither satisfied nor dissatisfied

◯ Dissatisfied

If you are dissatisfied please set the tru reasons

_____

The level of your satisfaction with the representation on social media by humanitarian institutions/media reporters and agencies.

◯ Satisfied

◯ Neither satisfied nor dissatisfied

◯ Dissatisfied

If you are dissatisfied please set the tru reasons

_____

Do you feel safe about the data that you've provided to NGOs / media reporters or agencies?

◯ yes

◯ no

could you withdraw your consent whenever you want?

◯ yes

◯ no

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What is the The level of satisfaction with (children's, women's, PWDs') privacy and dignity respect during the whole media process.

◯ Satisfied

◯ Neither satisfied nor dissatisfied

◯ Dissatisfied

If you are dissatisfied please set the tru reasons

_____

Evaluation of the safeguarding level that is provided in general during the NGOs / media reporter or agency media process?

◯ very good

◯ Good

◯ middle

◯ Bad

◯ Very bad

Do you have access to the complaints and feedback channels of the party that is making the interview with them?

◯ yes

◯ no

Are you aware of all procedures for publishing on social media, your rights, and the effects of your approval or rejection?

◯ yes

◯ no

Do you have any message you would like to convey through the media?

_____

Thank you for your time

_____

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Attachment 2: The English version of Technical Survey with The AMC Workers

Humanitarian media representation for those affected by the war in Syria

This questionnaire is part of an existing study that aims to address the issue of humanitarian media representation for the Syrian society affected by the war and how non-governmental (local and international) humanitarian institutions address media relations during the implementation of their programs in northwest Syria.

This questionnaire targets workers in the field of media, communication, advocacy and documentation in Syrian humanitarian organizations and charities, as it is keen to protect the privacy and data of the participating persons or institutions, so it will never be mentioned in the questionnaire or the final results of the study.

* Required

1. Participant Code Example (A-K) *

2. Do you work in the field of media, communication, advocacy and humanitarian documentation? *

◯ Yes

◯ No

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3. Work Location *

○ Turkey

○ Syria

4. Do humanitarian institutions consider the issue of "media violations" during the documentation of the services provided or in the process of advocacy for the Syrian cause and fundraising, a reality or just an allegation? *

○ Fact

○ Allegation

5. If fact, what is the main cause of these accidents?

6. If they are just allegations, what is the reason behind their spread and emergence?

7. Do some organizations and associations deliberately commit such mistakes during the provision of services? *

○ Yes

○ No

8. If the answer is yes, what do you think is the purpose of that?

[   ]

9. Is this reputation attached to humanitarian actors only, or does it include the media operating in the region, including correspondents and preparers of reports? *

○ Humanitarian organizations only

○ Including organizations and public media

10. Are these violations committed by local institutions only or international ones as well? *

○ By local only

○ By local and international

11. In the event of such incidents, what is the procedure usually followed by the institution to address the error? *

12. Are local and international organizations taking measures that seek to address this issue in the long term? *

    ◯ Yes

    ◯ No

13. If the answer is yes, please mention an aspect of it?

14. If the answer is no, in your opinion, why?

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11. In the event of such incidents, what is the procedure usually followed by the institution to address the error? *

[ ]

12. Are local and international organizations taking measures that seek to address this issue in the long term? *

◯ Yes

◯ No

13. If the answer is yes, please mention an aspect of it?

[ ]

14. If the answer is no, in your opinion, why?

[ ]

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15. What is the impact of these mistakes on humanitarian institutions in general and the party that committed the breaches in particular? *

16. What is the impact of violations in photography or publication on the case owners (people who appeared in the media material) and the Syrian society in general? *

17. Do those responsible for media, advocacy and documentation in their institutions have full authority over the method of filming, publishing or removing humanitarian media material? *

○ Yes

○ No

18. Is there a periodic review of the previously published or photographed media content by the institution in line with the advancement of the level of expertise or the development of relevant policies? *

○ Yes

○ No

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19. Is the content deleted or modified either because there is an error in it that was discovered later or because the owner of the case has withdrawn his/her consent? *

⭘ Yes

⭘ No

⠿

20. How do you evaluate the level of Syrian society's satisfaction with its representation in the media and social media by humanitarian institutions? *

⭘ Very good

⭘ Good

⭘ middle

⭘ Bad

⭘ Very bad

21. What are your most prominent suggestions as a root solution to the problem? *

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Attachment 2: The Key questions that used for the in-depth qualitative interviews with local and international NGOs

1. **Committing humanitarian media breaches and the organization's years of experience:**
   - Does the organisation have mechanisms to ensure that communications are compliant with humanitarian principles? Such as?
   - Does a practical and secure communications, media, and advocacy plan are established, including all-staff 'communications tree' or similar?

2. **Inappropriate social media publishing and the negative impact on socially disadvantaged populations:**
   - Does and how the organisation ensures that collecting and publishing materials do not put programs, beneficiaries, or staff at risk?
   - Do media and external communications include shocking imagery or that which portrays beneficiaries in a non-dignified way? How you ensure that?

3. **Photography, videography and media publication with the obtaining people's informed consent:**
   - Organisation has measures in place to ensure that any comms material is obtained in line with a policy of Informed Consent, supported by completed forms?

   Just verify that the beneficiary gives the consent regarding this photo
   - How does the organisation obtain these consents? What are the criteria?

4. **Media materials have a role in facilitating the application of advocacy strategy for vulnerable populations:**
   - The organisation has a straightforward communications approach for interaction with communities (what to say, how to say it) that is being implemented by staff in the field?

5. **The more policies an organization adopts and instructs its staff on, the fewer violations it will commit:**
   - Does the organisation have a clear visibility policy that takes into consideration the security of its staff and beneficiaries?

- Does and how the organisation adhere to an adopted social media publishing policy?
- Organisation press releases and external communications are signed-off at an appropriate level.
- Has the organisation signed the Child and Women, including PWDs, Safeguarding Policy or have their CSP? and All team members, representatives and partners, visitors, donors, and potential donors are aware of and comply with the (Child and Women including PWDs) Safeguarding Policy and global quality standards (e.g., SPHERE)?

6. **The Accountability system for media violations and maintaining community trust.**
   - Project-related information is effectively shared with beneficiaries?
   - Do the beneficiaries have the access to the feedback mechanism details?
   - Does the organization monitor the speech and written content when talking with and about vulnerable people?
   - Does the organisation remove the published material when its owner withdraws its consent?

Any quotation you would say about this issue? …

Attachment 3: The Key questions that were used to get answers for protection advisors in NWS

- In your opinion, how are the vulnerable groups represented in Syria northwest by humanitarian organisations and the media workers on social media?

- Do you think that vulnerable groups receive adequate safeguarding in the field of media representation?

- Do you think that this issue is limited to provide a safe representation on social media, or also there is a gap and violations during the implementation of humanitarian services, communication and dealing with these categories?

- What are the repercussions of not following protection policies in the media field (approvals, safety and security standards including communication and speech, data use? Etc) on women, children, and people with disabilities during the media process?

- What are the psychological and emotional effects on children and the rest of the groups that are photographed and published in ways that violate standards and policies?

- Do you think there is a positive impact of social media on the vulnerable groups in terms of advocacy and highlighting their rights and issues?

- To what extent are the protection and coordination bodies operating for Syria responsible for that and how they could provide control and monitoring to humanitarian social media platforms?

- Would you like to provide any recommendations, facts, figures or sources related to this topic?

- Any quotation you would say about this issue?

CURRICULUM VITAE

Moustafa SHIKHO, 29 years old, a graduate of the Islamic Studies Faculty at Ouzai University College (OUC), holds a diploma in the Department of Media and Communications at Anadolu University. He's been working in the field of media, communication, and humanitarian advocacy for Syria since 2012. Currently, holds the position of media and communications coordinator (acting as a manager) at Hand in Hand for Aid and Development Foundation (HiHFAD) where he represents the institution at the local, regional and international levels. He is fluent in Arabic and advanced in English and Turkish.

During the past ten years, he'd obtained many training and courses certificates such as (photography and video editing, production of short cinematic films, voice-over skills, graphic design and animation making, media content production for humanitarian advocacy, core humanitarian standards and principles, advocacy and communication management, crowdfunding campaigning, project management for development professionals, project cycle management, the appreciative inquiry, protection from sexual exploitation and abuse, project proposal writing, participatory video production, safety and security management, etc..).

Last June 2022, he represented HiHFAD at the Global Media Form organized by Deutsche Welle DW-the German public, state-owned international broadcaster- in Bonn. He's received many awards jointly with his team members and personally at the institution level, he is active on social media through the following platforms:

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