

PUBLIC ETHICAL GUIDELINES FOR INTERNET CONTENT PUBLISHERS

BACKGROUND

According to Article 19 of the Law No. 02/2013 of 08/02/2013 regulating media in Rwanda *every person has the right to receive, disseminate or send information through internet*. This means that every person is entitled to the right of creating a website through which he/she can publish content for public consumption even if they are not **professional journalists**. However, the same Law under article 20 calls for internet content creators and publishers to observe the laws governing the media in general so as to do their online work ethically.

As mandated by Articles 2 (20) and 4 of the Law No.02/2013 of 08/02/2013 regulating media, Rwanda Media Commission (RMC) has a duty and responsibility to ensure compliance with the ethical practices of the media for public interest considerations.

On the 13th December 2019, RMC presented its content monitoring report regarding the unethical performance of internet content creators mainly those who publish content on YouTube for public consumption. Participants recommended the guidelines bellow to be disseminated for public guidance while using the internet media platform to share content.

Guidelines for Citizen Journalism	Amahame gyenderwaho y'Ukoresha Interineti mw'Itangazamakuru
<p>Honesty and search for truth</p> <p>Non professional journalists publishing content online that is informative, educative and entertaining for purposes of public consumption shall abhor lies and search for truth while keeping in mind that the public has a <i>right to true information</i>.</p>	<p>Ubunyangamugayo no guharanira ukuri</p> <p>Umuntu wese utangaza amakuru kuri interineti akwiye kwirinda ibinyoma. Afite inshingano yo gutangaza uko ibintu byagenze, agashakisha ukuri, kandi azirikana ko rubanda rufite uburenganzira bwo guhabwa amakuru y'impamo.</p>
<p>Incitement to hatred, Violence and Obscenities</p> <p>Members of the public should avoid uploading or disseminating content that is inciting hatred of whatsoever form (racial, tribal, ethnic, religious, gender, social status, disability, etc). All content that is inciting violence, obscene and encouraging hostility or promoting illegal activities shall be avoided.</p>	<p>Kubiba urwango, Ubugizi bwa nabi n'Urukoza soni</p> <p>Umuntu wese yirinda gutangaza cyangwa kwandika amakuru abiba urwango rushingiye ku ibara ry'uruho, ku miryango, ku moko, ku idini, ku gitsina, ku myaka y'ubukure, ku mibereho, ku bumuga, ku indwara z'ibyorezo, cyangwa indi mimerere y'ubuzima n'ibindi bishobora gushingirwaho mu kuvangura abantu. Agomba kandi kwirinda gutangaza amakuru ashishikariza ubugizi bwa nabi, cyagwa Inkuru z'urukozasoni, ashishikariza urugomo cyagwa ibindi bikorwa binyuranye n'amategeko.</p>
<p>Respect for private life and human dignity</p> <p>Content that is defaming, slandering, or</p>	<p>Kubahiriza ubuzima bwite bw'umuntu n'agaciro ke</p> <p>Inkuru ziharabika, zitukana cyangwa</p>

<p>ridiculing others with intent to reap off their dignity or attack to their private life shall be avoided.</p>	<p>zibasira ubuzima bwite bw'umuntu wese zigomba kwirindwa.</p>
<p>Protection of minors and victims of rape</p> <p>Content relating to victims of rape should be published with sensitivity and caution. The identities of rape victims should not be published except if that serves their interest.</p>	<p>Kurengera abana n'abakorewe ihohoterwa rishingiye ku gitsina</p> <p>Umuntu wese agomba gushishoza no kwigengesera mbere yogutangaza inkuru irebana n'ihohoterwa rishingiye ku gitsina. Gutangaza amashusho y'abahohotewe baba ari abana cyagwa abakuze byemewe mugihe haregyerwa inyungu z'abahohotewe.</p>
<p>Pornography content</p> <p>Publishing and disseminating pornography or sexually explicit content should be avoided. If this describes your video, even if it's a video of yourself, don't post it on blog, YouTube and other social media.</p>	<p>Inkuru za Poronogarafi.</p> <p>Gutangaza no gukwirakwiza inkuru n'amashusho by'urukozasoni ni bihembera ubusambanyi bigomba kwirindwa. Amashusho y'urukozasoni cyangwa agaragaza ubwambure nubwo yaba arayawe bwite nti byemewe kuyakwirakwiza.</p>
<p>Harmful or dangerous content</p> <p>Don't post videos that encourage others to do things that might cause them to get badly hurt, especially kids. Videos showing such harmful or dangerous acts that glorify violence should be avoided.</p>	<p>Inkuru ziteye ubwoba n'inkeke</p> <p>Ntugomba gukwirakwiza amashusho atera rubanda ubwoba cyane cyane abana. Amashusho akwirakwiza cyangwa asinginza ibiteyubwobwa agomba kwirindwa.</p>
<p>Harassment, cyber bullying and Threats</p> <p>Posting abusive content, videos and</p>	<p>Urugomo, Kunyuzura n'Iterabwaba</p> <p>Gukwirakwiza inkuru n'amashusho</p>

<p>comments on YouTube and other channels should be avoided. Things like predatory behavior, stalking, threats, harassment, intimidation, invading privacy, revealing other people's personal information and inciting others to commit violent acts should be avoided.</p>	<p>bigamije urugomo, kunyunzura n'iterebwoba ku bandi bantu ntibyemewe.</p>
<p>Child safety</p>	<p>Kurinda abana</p>
<p>Publishing or posting a child's photo or video without his/her parents consent should be avoided.</p>	<p>Gutangaza Inkuru, ifoto cyangwa amashusho y'umwana ntaburenganzira bw'umubyeyi we bigomba kwirindwa.</p>
<p>Impersonation</p>	<p>Kwiyoberanya</p>
<p>Impersonating or creating accounts to depict other individuals should be avoided as it goes against ethical conducts.</p>	<p>Ntabwo byemewe namba gufungura ama konti kuri interineti mumazina yabandi.</p>
<p>Plagiarism</p>	<p>Kwiyitirira Inkuru z'abandi</p>
<p>Refrain from plagiarism and strive to respect intellectual property. Only upload content that you made or that you're authorized to use.</p>	<p>Umuntu wese y'irinda kwiyitirira Inkuru z'abandi, ahubwo yihatira kubahiriza uburenganzira ku mutungo bwite mu by'ubwenge. Umuntu wese yemerewe gutangaza inkuru, amashusho bya bandi igihe yabihereye uburenganzira na nyiribwite.</p>

RWANDA MEDIA COMMISSION

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