

The #NextInLine Manifesto

A Commitment to Responsible Communication for Students and Young Practitioners

Global Alliance for Public Relations & Communications Management Initiative

as part of the Student & Young Practitioners Month 2024

Introduction

As students and young professionals in the field of public relations and communication, we know that we shape the future of our industry. In today's digital world, responsible communication is more important than ever. This manifesto is our promise to uphold ethical standards, promote transparency, inclusion, and lead with integrity in everything we do.

What is Responsible Communication?

Responsible Communication means sharing truthful, accurate, and respectful information that considers everyone it affects. In 2024, this also means tackling the challenges of new technologies like AI and social media. As students and young practitioners, we commit to:

- Always being accurate and honest in every recommendation and piece of content that we create.
- Respecting diverse perspectives in all our communications.

Navigating Digital Ethics

With the rise of misinformation and AI-generated content, it's now harder to maintain trust. As students and young practitioners, we commit to:

- Fact-checking our information using credible sources.
- Clearly marking the difference between human and AI-generated content to maintain trust.

We will adopt best practices that prioritize credibility, including transparent disclosure of our sources and methodologies.

Transparency and Accountability

Transparency builds trust. In times of crisis, clear and honest communication is key. We pledge to:

- Communicate openly during crises.
- Hold ourselves and our organizations accountable to the public, ensuring that transparency is a fundamental practice.

Communicating Sustainability and CSR

Corporate Social Responsibility (CSR) isn't just about marketing; it is about real change and a commitment to positive change. We pledge to:

- Promoting CSR authentically, ensuring that our recommendations and actions align with actual practices and values of the organizations we represent.
- Advocating for sustainable practices within our organizations and ensuring that our messaging reflects a genuine commitment to sustainability.

Cultural Sensitivity and Inclusivity

In a global world, inclusive communication is essential. We pledge to:

- Implementing strategies that avoid stereotypes and promote visibility, access, and equality in our messaging.
- Actively listening to and learning from diverse voices to ensure our communication resonates with all communities.

Privacy and Data Security

Protecting privacy is critical in today's data-driven world. We pledge to:

- Safeguarding the privacy of all individuals and groups we engage with.
- Being transparent about our data practices, ensuring that stakeholders are properly informed and aware of how their information is being used.

Challenges for Young Practitioners

As emerging professionals, we understand ethical dilemmas can be tough for those starting out. We pledge to:

- Seeking guidance and mentorship when faced with ethical challenges.
- Advocating for responsible communication practices, even when it is difficult or unpopular.

Opportunities for Innovation

As the next generation, students and young practitioners have the chance to set new standards for responsible communication. We pledge to:

- Leading by example, and innovating ethical communication practices.
- Pushing for transparency, inclusivity and accountability in the PR industry.

Open Dialogue

We believe in the power of open conversations. We commit to engaging in discussions with peers and mentors to find real-world solutions, as well as refine and enhance our understanding of responsible communication principles.

Building a Responsible Communication Strategy

Finally, a strong communication strategy is essential to maintaining trust. We commit to:

- Developing strategies that are rooted in ethics and regularly reviewing their impact.

Conclusion

As students and young practitioners, we are not just the future of the industry – we are its present. By committing to responsible communication, we will build an ethical, transparent, inclusive, and trustworthy industry.

Prepared by:

**Global Alliance for Public Relations
and Communication Management**

Signed:

Student/Young Practitioner
Signature of over printed name