



Code of Ethical and Professional Conduct for Content Creators

“Annex to the Media Professional Code of Conduct”

First: Introduction and Purpose

This annex aims to establish professional and ethical rules governing the substance and methods of content presentation, to strengthen trust between the audience and the content creator, and to advance the content creation industry so that it is impactful, responsible, and constructive.

Second: Definitions

1. **Trending Content:**

Any content that spreads rapidly, is widely circulated, and becomes the subject of repeated discussion on a broad scale.

2. **Monetized Content:**

Any content whose primary and direct objective is to generate income (including advertising, sponsorships, affiliate marketing, live-stream gifts).

3. **Harmful Content:**

Content that incites hate speech, bullying, blackmail, misinformation, exploitation, or violations of individuals' privacy and dignity; that insults or demeans their religious practices or rituals; or that mocks the clothing, accent, or behavior of a group of people.

4. **Hate Speech:**

Any verbal, visual, or behavioral content that promotes hatred, violence, discrimination, or exclusion against an individual or group on the basis of identity—such as religion, nationality, ethnicity, race, color, regional affiliation, gender, language, disability, or social affiliation—or that dehumanizes them, disparages them, or undermines their inherent worth.



5. Digital Bullying:

A deliberate act involving insult, defamation, exclusion, or mockery directed at an individual or a group of individuals.

6. Incitement:

Any act or discourse that justifies or glorifies violence, or calls for it, whether directly or indirectly.

7. Charitable/Humanitarian Content:

Any content that presents humanitarian issues and aims to evoke empathy, mobilize support, or encourage donations.

Third: General Principles

Content creators shall adhere to the following principles:

1. Human Dignity:

Human dignity is paramount and must not be compromised under any circumstances. Content that insults, demeans, or humiliates human dignity is prohibited.

2. Truthfulness and Transparency:

Content creators must clearly disclose advertising or sponsored content and distinguish it in a manner that is understandable and free of ambiguity.

3. Protection of Vulnerable Groups:

Content that negatively affects vulnerable groups—particularly children, women, persons with disabilities, victims of violence, refugees, and internally displaced persons—must not be published.

4. Rejection of Hate Speech:

Content containing hate speech must not be published, nor should content creators allow individuals who incite hatred, revenge, violence, or discrimination to appear on their platforms.



5. Ethical Funding and Sponsorship:

Content creators must not accept funding or sponsorship in exchange for publishing content that misleads the public, incites hatred, whitewashes entities involved in violations, or involves cooperation with groups planning to commit crimes.

6. Collective Stigmatization Prohibited:

It is prohibited to portray any human group as an enemy, to place it in a position of diminished humanity, status, or rights, or to stigmatize an entire group for crimes committed by individuals.

7. Indirect Hate Speech, Discrimination, or Incitement:

Refraining from promoting hate speech, discrimination, or incitement in indirect forms, including under the guise of satire, humor, or so-called harmless jokes.

8. Avoidance of Harmful Glorification:

Avoiding the glorification of violence, drug use, harassment, or violations of the law and social norms, as well as any trivialization or tolerance of behaviors that are harmful to society.

Fourth: Human Dignity

A) Respect for Human Dignity

1. Content creators are prohibited from using insults, obscene language, portraying others in degrading situations, or imitating gestures or accents for the purpose of ridicule or increasing engagement, whether directly or indirectly.
2. Content creators shall refrain from executing pranks or stunts based on humiliation, intimidation, fear, or threats, or that portray others as cowardly or foolish, or otherwise undermine individuals' psychological or physical security. This includes, but is not limited to:
 - a. Content that depicts a person as cowardly, foolish, or



- intellectually or psychologically unstable.
- b. Content that implies scandals or involves allegations or issues that are defamatory or harmful to those concerned.
 - c. Content that exploits a person's secrets or vulnerabilities in front of others.
3. All of the above provisions also apply to the reposting or repetition of trending content, except when such content is presented solely to highlight its harm or to critically deconstruct it—provided that faces and voices are obscured, all identifying details of individuals or locations are concealed, and the focus remains on awareness-raising rather than engagement or virality.

B) Self-Degradation

- 1. Content creators are urged not to publish content depicting themselves in degrading situations (including self-harm, self-insult, or self-humiliation) for the purpose of attracting attention or achieving virality. Where content involving self-degradation is published, care must be taken to ensure that it is not accessible to children or adolescents, so that humiliating behavior does not become a means of engagement or imitation.
- 2. It is prohibited to encourage the audience, whether directly or indirectly, to engage in actions that are degrading to themselves or to others.

C) Dignity in Language, Imagery, and Context

- 1. Jokes that demean or insult an individual or a group of people must be avoided.
- 2. Descriptions of the body, skin color, or mental or psychological state must not be used in a degrading or demeaning manner.



3. Poverty, illness, or clothing must not be used as subjects of mockery or ridicule.
4. The editing of video or audio, or the use of music or graphics, must not create an impression of mockery or humiliation toward an individual or a group of people.
5. Statements must not be taken out of context in a way that portrays a speaker as foolish, shallow, unintelligent, or aggressive.

D) Live Streaming, Real-Time Interaction, and Comments

1. During live broadcasts, content creators must refuse to host or include individuals known for humiliating others, promoting hate speech, or using obscene language or indecent behavior.
2. Content creators must refrain from reading on air any comments that are insulting or that violate the foregoing principles.
3. Content creators are required to intervene to halt waves of bullying, hate speech, or violations of human dignity, whether occurring directly during the broadcast or within the comments section.
4. Content creators shall not turn live broadcasts into platforms for promoting hatred, embarrassing others, or violating their dignity.
5. Content creators shall manage comments to the greatest extent possible and delete or report content that includes hate speech, rumors, threats, bullying, stereotyping, or similar conduct, so as not to contribute—directly or indirectly—to the normalization of harmful behaviors.
6. Content creators shall establish clear, even if simple, rules governing comments and participation, displayed in the account description or in a pinned post. Such rules should focus on prohibiting hate speech, insults, and stereotyping, while encouraging respect for privacy and constructive, serious criticism.



7. In live broadcasts or published content, content creators shall refrain from turning guests, the audience, or any segment of the audience into targets of bullying, or from pressuring them to engage in self-degrading acts or actions that pose a risk to life.
8. Content creators are required to suspend live broadcasts, refrain from publishing, or delete content if it is found to be in violation of this Code and its annex.

E) Publication and Republishing

1. Where there is a clear public interest in publishing documentary content that includes scenes of humiliation or assault, the following obligations shall apply:
 - a. The public interest must be explicit and justified (such as documenting a violation, exposing dangerous behavior, promoting accountability, or investigative reporting).
 - b. The identities of victims must be obscured to the extent that they cannot be readily identified in the published content, while retaining the original versions solely for documentation and judicial proceedings.
 - c. The display of degrading scenes must not be prolonged; only brief excerpts necessary to clarify the purpose and understanding should be shown.
 - d. Videos or audio materials must be accompanied by commentary that respects human dignity and condemns the act in a reasoned and objective manner.
2. Humiliating content must not be used as an introduction, a conclusion, or as a means of mockery or entertainment.
3. Content creators may present examples of hate speech or bullying; however, this shall be solely for the purpose of criticizing, deconstructing, and raising public awareness, provided that:



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- a. It is consistently and explicitly affirmed that such conduct is ethically and legally unacceptable.
- b.** Refraining from republishing the offensive clip in its original form in a manner that causes the abuse to be repeated or re-exposed.
- c.** Obscuring all identifying features while focusing on the behavior itself rather than on the individuals involved.
4. The production or reproduction of any trending content or challenge is prohibited if it promotes harm or violence, contains racism or stereotyping, or mocks or ridicules a specific group.
 5. Content addressing specific criminal cases, or content that contravenes societal norms, values, or religious boundaries, shall not be republished except for purposes of awareness-raising and the public interest, and only after all identifying information and features have been removed and the matter is referenced indirectly.
 6. Content creators must recognize that republishing trending content multiplies their responsibility and contributes to the wider dissemination of harmful content merely by reproducing or resharing it; accordingly, republishing must be approached with caution and a high sense of responsibility.
 7. Content creators must be aware that the repeated circulation of harmful content creates digital disorder, undermines serious and responsible content, erodes public trust, entrenches unprofessional practices, and amplifies harm.
 8. Content that may endanger lives shall not be republished or produced, particularly dangerous challenges, violent pranks or jokes, or content that encourages violations of the law, widely accepted social norms, or religious principles, so as to avoid normalizing illegal, dangerous, or abusive behavior.
 9. Where a content creator chooses to reproduce or republish potentially dangerous content, the hazardous element must be removed and replaced with a safe alternative. Presentation should



be limited to selected excerpts, with identifying features obscured where possible, and the challenge reframed as an educational and awareness-raising activity by deconstructing the mechanisms of virality, providing clear, evidence-based information about the risks, and encouraging followers not to participate.

10. Content creators are obliged not to publish content that harms the feelings of others, nor partial or diluted versions of harmful content that appear to be educational but whose underlying message implicitly encourages the same negative behavior.

F) Digital Bullying:

1. Content creators are prohibited from explicitly or implicitly inciting their audience to launch campaigns of bullying, abuse, or threats against the accounts of any individual, institution, or group, or from encouraging them to publish images or content that undermine a person's dignity or pose a threat to their safety.
 2. Content creators shall refrain from mentioning a person's name, or any clearly identifying information, in a mocking or insulting manner.
 3. Content creators shall refrain from displaying followers' abusive comments targeting a specific individual, laughing at them, or encouraging their continuation.
 4. Where a content creator becomes aware that their audience has begun engaging in bullying against a person mentioned by name, their ethical responsibility requires the following actions:
 - a. Issuing a clear and explicit call to stop the abuse.
 - b. Clarifying that criticism does not justify insulting or threatening an individual.
 - c. Deleting comments that contain threats, hate speech, or bullying.
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Fifth: Management of Disputes and Conflicts

1. In the event of a dispute with an individual or entity, content creators shall employ respectful, substantiated criticism, without defamation, insults, or the disclosure of personal information, and shall focus on the following:
 - a. The action, idea, or content itself, rather than the person's identity, religion, region, or family background.
 - b. Avoiding demeaning personal descriptions, regardless of the intensity of the disagreement.
 - c. Refraining from attributing intentions or issuing broad moral judgments without clear, verifiable, and irrefutable evidence.
2. The use of social media as a means of negative escalation is prohibited, including the publication of sensitive information or encouraging the audience to inflict material or moral harm on an individual.

Sixth: Limits of Humor

1. Humor is permissible; however, it loses its legitimacy when it repeatedly subjects an entire group to contempt, reinforces degrading stereotypes about a segment of society, or is used to pass hate speech, bullying, or incitement under the guise of jokes or amusement.
2. Content creators must exercise caution to ensure that humorous content is not later used to justify violence or exclusion.

Content Specialization

1. The use of misleading headlines or false information for the purpose of increasing engagement is prohibited.
2. Where content includes medical, health, legal, or financial claims, content creators must adhere to their area of expertise and refrain from addressing matters outside their professional competence.



3. If a content creator wishes to produce content outside their area of specialization, the source must be clearly identified, a direct link to the specialized source must be provided, and no additions or modifications may be made after verifying the accuracy of the information and the expertise of the source.
4. Content creators shall refrain from presenting specialized advice as a substitute for the opinions of qualified experts, or from encouraging audiences to rely on a non-specialist content creator instead of an expert.
5. Content creators shall refrain from publishing medical-related information intended for non-specialists, including content related to herbal remedies and alternative medicine.

Seventh: Monetized Content and Advertising Transparency

1. Monetized content refers to any content through which the content creator receives a direct or indirect material or in-kind benefit, including advertising, sponsorships, marketing, or the promotion of services or products.
2. Advertising is permissible for content creators provided that personal interest does not take precedence over the public interest, and that credibility and transparency are not compromised, with full and clear disclosure that the content is monetized or promotional.
3. When publishing advertisements, content creators shall adhere to the following:
 - a. They must not make unrealistic promises or claim moral or material benefits that cannot reasonably be achieved.
 - b. They must not overlook essential information that could be harmful to the audience.
 - c. They must ensure honesty and rely on verified, tested information.



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- d. They must not convey misleading messages, such as associating a product with exaggerated or unwarranted moral values.
 4. The promotion or publication of products or services that may cause clear health, psychological, or financial harm is prohibited, including but not limited to:
 - a. Pharmaceuticals and dietary supplements of unknown origin or lacking proper authorization.
 - b. Hazardous training programs conducted without qualified professional supervision.
 - c. Fraudulent companies, sham investments, or high-risk speculative schemes.
 - d. Any activity whose core nature involves gambling.
 - e. Narcotic substances or items prohibited by law, or means of circumventing legal regulations.
 - f. Suspicious applications or platforms promising rapid wealth or engaging in deceptive investment practices.
 5. When promoting services that inherently involve risk (such as investment, trading, or loans), content creators are required to clearly disclose the associated risks and to avoid targeting particularly vulnerable groups, including individuals in debt, the unemployed, and minors or adolescents.
 7. Content creators shall refrain from exploiting their audience's trust to solicit donations or transfers of money without full transparency regarding the purpose of the donation, the beneficiaries, and the mechanisms for monitoring and accountability.
 8. Content creators must not exploit the circumstances of the poor, sick, or vulnerable to gain virality or personal fame under the guise of highlighting their suffering.
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Eighth: Responsibility in Case of Error

1. In the event that published content—whether intentionally or unintentionally—violates the provisions of this Code, the content creator is obligated to:



1. Immediately delete or amend the content.
 2. Publish a clarification and apology.
 3. Ensure that the error is not repeated by establishing editorial rules and procedures for managing comments and live broadcasts to prevent recurrence.
2. Issuing an apology and clarification is a professional duty, not a diminution of the content creator's standing; it demonstrates maturity and responsibility. This Code encourages a culture of acknowledgment and learning from mistakes.

Ninth: Rights of the Content Creator

In return for their compliance, content creators are entitled to the following rights:

1. Protection from harassment or persecution solely for expressing respectful opinions that do not include incitement or hate.
2. The right to protection from organized defamation and bullying, with clear complaint and accountability mechanisms provided by platforms or official/civil authorities.
3. Access to training programs that assist in content development, understanding digital ethics, and managing psychological pressures.
4. Transparency from platforms regarding the reasons for content removal or restriction, and the ability to appeal through a clear process.
5. The right to advocacy and support from stakeholders and fellow content creators.



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6. The right to join clubs, associations, or organizations that contribute to the regulation and organization of the content creation sector.
 7. The right to benefit from grants, donations, and invitations extended to content creators.