

January 2025

SIPRI Media Policy

I. Aims and ambition

A key element of SIPRI's communications strategy is to contribute to an informed debate on issues relevant to the SIPRI Vision and Mission. A conscious and professional sense of engagement with the media is an essential component of that work. It raises awareness of SIPRI's research and promotes SIPRI researchers as key public experts on their respective subject areas. Equally importantly, media and outreach work provides important opportunities to further all SIPRI researchers' professional development. Media interviews are encouraged and considered an integrated and elemental part of the work at SIPRI, for both full-time staff members and SIPRI affiliates. All staff members, affiliates and Governing Board members are considered ambassadors of SIPRI and the SIPRI brand.

II. Guidelines for SIPRI research staff

- Spokespersons should be the most appropriate experts, with priority usually given to the most relevant team or programme, while others may be eligible based on their individual qualifications
- The individual researcher or expert is encouraged to take the interview but (having provided a briefing if required) can be represented by his or her line manager or by the Director
- SIPRI as an institution presents facts and figures but does not hold institutional views or opinions (i.e. avoid '*SIPRI says ...*' or '*SIPRI welcomes ...*' but use '*SIPRI data shows ...*' or '*SIPRI data indicates...*')
- SIPRI experts have the freedom to present their own research results (for line managers: or that of their team) on their individual expertise
- Opinions and value judgements are acceptable as long as they are clearly marked as such
- SIPRI research staff are advised to respect statements made by their colleagues and keep each other informed when relevant for a colleague's subject area

III. Procedures for handling media contacts

- The assigned media relations member of the communications team or the Communications Director (CD) coordinates and allocates all media interviews and contacts. In cases of disagreement, the SIPRI Director makes the final decision.
- If a journalist contacts a researcher directly (by phone or email), the researcher can accept the interview as long as both the media officer and the CD are notified immediately. Alternatively, the researcher can directly refer to the media officer or CD to set up the interview formally and thereby alert the journalist to the fact that media inquiries should be filtered through the SIPRI communications team.
- It is not the researcher's duty to set up the interview or help the media further. Instead, requests should be passed on to the communications team.
- Always inform the respective line manager and the communications team about any media interviews in advance.

IV. Social media (*See separate Social Media Policy)

- SIPRI maintains Facebook, X, LinkedIn, Instagram, Bluesky and YouTube accounts.
- Initial announcements of SIPRI's work and publications are to be made through the main SIPRI social media accounts (i.e. not via personal accounts).
- SIPRI staff and affiliates who maintain personal social media accounts are encouraged to share, like and further distribute SIPRI announcements to their personal networks.
- As with all other media channels, SIPRI's social media messages are factual rather than opinionated (with allowances for differences in tone across channels) and should refer to SIPRI's data or publications wherever possible.

V. What communications can offer

- Launch and promotion of your research results (media, targeted mailings, launch events and seminars, social media campaigns, film, branding materials)
- Templates for presentations and a general SIPRI presentation
- A presentation of you on the SIPRI website.
- Media training and advice on genre and appropriate types of media
- Quote checking

*Please feel free to contact SIPRI's Communications Director **Stephanie Blenckner** (+46 8 655 97 47, blenckner@sipri.org) if you have any questions.*