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Guidelines for the Ethical and Gender-Sensitive Use of Artificial Intelligence

For staff, members and volunteers

Version 1.0 · September – October 2026, Eşit Nesiller Derneđi, Ankara

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1. Introduction

Why these guidelines?

As artificial intelligence tools have become part of institutional processes, Eşit Nesiller Derneđi set out to strengthen its capacity to use AI in an ethical and gender-sensitive manner. Following the training received in this context, it was decided to prepare these guidelines.

These guidelines aim to guide our staff, members and volunteers whenever AI is to be used in the Association's day-to-day workflows and institutional activities. They have been prepared to help ensure that AI tools are used without compromising the Association's values, its legal obligations, or its credibility as an evidence-based organisation.

Scope

- **Who:** Staff, members and volunteers of the Association, and consultants working on behalf of the Association.
- **Which work:** Every text, visual, video, analysis and piece of correspondence produced on behalf of the Association, regardless of the tool used to produce it.
- **Which tools:** All generative AI tools that produce text, images, audio or video, including browser extensions and "prompt enhancer" tools.

How were they prepared?

These guidelines are based on the outputs of the online training on "Ethical and Gender-Sensitive Use of Artificial Intelligence" held on 24–26 September 2026. **The five categories of the red list** (Section 5) and **the recommendation in the disclosure section** (Section 3.3) came from the participants; some of the examples are taken from prompts that participants tested during the training. The draft of these guidelines was prepared with AI support; responsibility for the content lies with the consultant and the Association.

2. Five principles of responsible AI use

The five principles below form the core of these guidelines. Tools change and settings change; these principles do not.

1.ACCOUNTABILITY

Delegate the process, not the decision.

AI prepares the draft; a human decides what is correct, what is published and what is said to whom. "The AI wrote it" is not an explanation: responsibility for content issued on behalf of the Association lies with the person who prepared it and the person who approved it.

2.CONFIDENTIALITY

Never paste anything that could not safely be made public.

Everything you type into or upload to a tool goes to a company's servers. Settings and company policies may change; this rule does not.



3.ACCURACY

No text leaves the organisation without a human reading it from start to finish.

AI does not know; it predicts. It writes false information in the same confident tone as accurate information. The text that looks good is the text read least carefully.

4.EQUALITY

Review every output through a gender lens.

These tools inherit society's stereotypes from the texts they learn from. Noticing and correcting language that contradicts the Association's mission is the user's responsibility.

5.TRANSPARENCY

Do not conceal your use of AI.

Disclose AI use in images and videos, state it openly when asked, and comply with the rules of donors and partners. Transparency is a value the Association advocates publicly.

What does AI do well, and what can it not do reliably? This distinction is the rationale for the first principle: tasks in the left column can be supported by the tool; those in the right column are human work.

What it does well (AI Support)	What it cannot do reliably (Human Control)
Producing a first draft and outline	Guaranteeing accuracy
Extracting information from and summarising long texts	Reliably knowing current and local information
Adapting tone and style to the audience	Knowing the Association's internal information and context
Translation and proofreading	Guaranteeing the accuracy of the sources it cites (it may fabricate sources)
Brainstorming and generating alternatives	Making ethical and political decisions, taking responsibility



3. Ethical standards

3.1 Accuracy and human oversight

For every output, routinely ask these three questions:

THREE-QUESTION VERIFICATION REFLEX

- 1. Is this a fact or a draft?** Tone, structure and flow are low risk. Numbers, dates, names, sources, legislation and quotations are high risk and must be verified.
- 2. What do we lose if it is wrong?** A comma in a social media post and a statistic in a donor report do not carry the same risk.
- 3. Where can I verify it?** From the primary source. Asking the tool “are you sure?” is not verification; the tool will either back down or repeat the same error more insistently.

Not to be used without verification. In every text intended for external use, flag and verify each of the following individually: every number and percentage; every date; every name of an institution, person or law; every direct quotation; every reference to legislation and article number; every sentence with an unclear source, such as “research shows that...”.

EXAMPLES FROM THE TRAINING

Saying “use verified sources” does not make the tool verify. A prompt written during the training included the constraint “Use the most up-to-date sources with verified data. Base it on SSCI articles.” Such a constraint does not make the tool actually check sources; it may generate non-existent articles with perfectly formatted citations. Check citations through a library or the publisher’s website.

A source name appearing is not enough. In a policy brief produced during the training, the tool referred to targets “set out in the official documents” of a public institution and added a source name next to it. The appearance of a source name does not show that the claim is actually stated in that source: open the link and read it.

Legislative claims involving dates and numbers are not used without verification. Another brief produced during the training stated that, by an amendment made on a specific date, certain criteria had been limited to a specific number of persons. Such a sentence must not enter any document without being checked against the Official Gazette or the official announcement of the relevant institution.

3.2 Copyright and intellectual property

- Ownership of the text you paste into a tool remains with you and the Association; however, the text is copied to the company’s servers. **Ownership and confidentiality are two separate matters.**
- The terms of use of these tools generally grant the user the right to use the outputs. However, whether an output enjoys copyright protection is contested, and the output is not unique to you: someone else entering the same prompt may obtain a similar result.
- An output may be a close copy of a known work, slogan or text. Search any striking sentence intended for external use in a search engine.
- Three red lines for visuals:** no real, identifiable persons are generated (politicians, beneficiaries, staff); no brands, logos or characters are generated; prompts such as “in the style of [artist]” are not used.



- The voice of a real person is never cloned. For voice-overs, use your own voice or a generic synthetic voice.
- A person, voice or “testimony” generated by AI is never presented as if it were a real beneficiary.

3.3 Transparency and disclosure

Transparency and disclosure are of great importance in documents prepared with the use of AI. In this regard, the members and the Board of the Association should take a decision. For example, a decision should be taken on how AI use will be reflected in a project proposal prepared with AI, or in the project budget for a video to be produced using AI.

RECOMMENDATION

“Limits on the use of AI in matters such as procurement and project proposals will be defined and explicitly stated in the contract or project proposal.”

Participant recommendation, 26 September 2026

Recommended Practice:

- **In images and videos:** Images and videos produced with AI carry the statement “Produced with AI support”; the statement is placed below the image or in the video description.
- **In donor reports and project applications:** For each project, the donor contract and the call guidelines are checked with regard to AI use; where a provision exists, it is complied with. The Association’s limits on AI use are clearly stated in project proposals.
- **With consultants and suppliers:** Those working on behalf of the Association are asked to state whether they use AI in the course of their work and into which tools they enter Association data; the limits are written into the contract.
- **In reports, policy briefs and other texts:** no separate disclosure is made; where the donor contract provides otherwise, that provision is complied with.

4. Principles of gender-sensitive use

4.1 Where does bias come from?

AI models are not programmed to be sexist; they learn from an enormous body of text that carries society’s stereotypes. A typical example: when asked for a hospital scene without gender being specified, the tool writes the chief physician and the manager as men, and the nurse and the cleaner as women. No warning is given in such a case; the text appears fluent and ready to use. **Noticing this is the user’s responsibility;** correcting it requires explicitly asking for it.



4.2 Output review checklist

BEFORE PUBLISHING

- ☐ Who has been assigned to which roles? Are authority and decision-making concentrated in a single gender?
- ☐ Is the language inclusive? (Expressions such as “man up”, “mankind” or “scientist” used as a male-default term lead the default subject to be perceived as male.)
- ☐ Are women active subjects, or do they appear only in “supporting roles”?
- ☐ Who is missing altogether? LGBTQI+ people, persons with disabilities, rural residents, migrants, older people, young people
- ☐ Do the examples, names and professions represent only one segment of society?
- ☐ How does the text describe the experience of the group we advocate for?

4.3 The framing of the prompt carries over to the output

The words you use in a prompt determine the perspective of the output. If you want a rights-based text, write the prompt in rights-based language. If the purpose in a policy brief prompt was written as “increasing employment opportunities without burdening the state”, the output will likewise frame the issue in terms of public cost, with a subheading such as “without creating an additional burden on public resources”.

Adapt the constraints in ready-made templates to the topic. The constraint “do not portray women as passive subjects” is appropriate for a brief on women’s employment; in a brief on refugees, its equivalent should be “do not portray refugees as a burden, a threat or merely as aid recipients”.

LINES TO ADD TO A PROMPT

Avoid gender stereotypes; do not portray women as passive subjects.
Assign professions and roles independently of gender stereotypes.
Describe the group we advocate for as rights-holding subjects;
do not portray them merely as aid recipients.

4.4 Representation in visuals

- The established visual clichés of the violence field (a bruised eye, a figure cowering in a corner, a raised fist, tears, broken glass, chains) depict the person subjected to violence as helpless and aestheticise violence. The tools know these clichés very well; **unless you explicitly prohibit them in the prompt, they will produce them.**
- Add a “**NEVER USE**” line to every image prompt (template: Annex A5).
- Do not use clear faces: prefer silhouettes, shots from behind, long shots or illustrations.
- Photographs of beneficiaries and persons subjected to violence are never uploaded to tools (Section 5). Photographs of staff and event participants are used only with their consent.

4.5 Non-consensual intimate content

Generating intimate images from a person’s likeness without their consent is a new form of violence against women. **The Association does not use applications that generate such images and does not test them with**



images of real people. In the European Union, these applications are prohibited as of 2 December 2026; the issue is directly related to the Association's advocacy agenda.

5. Data protection and confidentiality

The five categories of the red list were identified by the participants on the first day of the training; the examples, rationales, and the amber and green lists are recommendations by the consultant. These guidelines do not replace the obligations arising from Law No. 6698 on the Protection of Personal Data (KVKK) and other legislation; legal assessment remains the responsibility of the Association.

5.1 Red list: items never to be entered into AI tools

Type of information	Examples	Rationale
Personal data	Names, Turkish ID numbers, telephone numbers, addresses and health information of beneficiaries, persons subjected to violence and applicants; identity, contact and personnel information of members and staff	Disclosure poses a safety risk for these individuals. Under the KVKK, data concerning health and sexual life, as well as association membership, constitute special categories of personal data.
Decisions	Court and prosecution decisions, case file documents, unpublished Board decisions	A file number and decision date alone may be sufficient to identify a person; lawyers are also bound by professional secrecy obligations.
Financial data	Budget lines, bank and IBAN details, donation records, salaries	Institutional confidentiality; risk of misuse and fraud.
Dates and locations	Case-related dates, home and work addresses, shelter information, details revealing a person's location	Even if the name is removed, a person may be identified when date and place are combined; where shelter location is involved, there is a risk to life and safety.
Images	Photographs of beneficiaries and persons subjected to violence; audio and video recordings; scans of identity documents; screenshots containing red-list information	Images and voices are direct identifiers; uploading a screenshot or file is the same as pasting the text.

5.2 Amber list: may be entered under conditions

The following may be entered if, after the specified processing, nothing remains that could not safely be made public:

- **Case summaries:** as a rule, not to be entered. In exceptional cases, they may be entered only after the consent of the person concerned has been obtained and the de-identification steps below have been completed.
- **Court decisions:** only in the anonymised form published in an official source.
- **Internal Association drafts:** after personal and financial information has been removed.



STEPS FOR REMOVING IDENTIFYING INFORMATION

1. Replace names with role labels: “Person A”, “the applicant”.
2. Generalise location information: province instead of neighbourhood; “a province” if the province is not needed.
3. Remove dates or reduce them to month/year level.
4. Convert age into a range: 30–35 instead of 32.
5. Remove rare details that could identify the person when combined, such as occupation, number of children or nationality.
6. **Final test:** Could someone who knows the person (the perpetrator, family members, neighbours, institutional staff) recognise them from this text? If the answer is “yes” or “not sure”, the text must not be entered.

These steps may not constitute anonymisation within the meaning of the KVKK; legal assessment rests with the Association.

5.3 Green list: may be used freely

The Association’s published reports and texts; publicly available calls, guidelines and legislative texts; general questions and drafts that contain no personal data.

5.4 Tool settings

The information is valid as of September 2026; tool settings and terms may change.

- **ChatGPT (free and individual plans):** Turn off the model improvement option under Settings → Data controls (“Modeli herkes için iyileştir” in the Turkish interface, “Improve the model for everyone” in English). Your chat history is not deleted; new chats are not used for model training.
- **Google Gemini:** gemini.google.com → Settings & help → Activity → turn off “Keep Activity”. When turned off, chat history is not saved, and connected apps such as Gmail and Drive are also disabled. Even with the setting turned off, chats are retained for 72 hours; chats reviewed by human reviewers are retained for up to three years.
- **Other tools:** Before use, check in the privacy settings whether your data is used for model improvement.
- **Organisational accounts:** ChatGPT’s organisational plans (Business, Enterprise) do not use data for model training by default. Google Workspace and Microsoft 365 work accounts are also subject to data protection terms that differ from those of personal accounts.

SETTINGS ARE NOT ENOUGH

From Google’s privacy hub: “Even when Keep Activity is off, Google uses your chats, with the help of human reviewers, to respond to you and to protect Google, our users and the public.”

Turning off a setting is not a guarantee. This is why the Association’s rule depends on the content: nothing that could not safely be made public is ever pasted.



ACCOUNT AND SHARING SECURITY

- Enable two-step verification; do not share accounts with others.
- Do not create chat sharing links: anyone with the link can view the chat.
- Before granting tools access to accounts such as Gmail or Drive, check what they will be able to access.
- Obtain participants' consent before adding an AI note-taker to meetings or having audio recordings transcribed; do not use these in sensitive meetings.

5.5 In case of accidental disclosure

1. Immediately delete the chat and any sharing link.
2. Note the type of information shared, the tool and the time.
3. Report it to the AI focal point on the same day (Section 8.1).
4. Where personal data is involved, the Association assesses the steps required under the KVKK.

A reported incident can be managed; an unreported incident is the greatest risk.

6. Good prompting practices

6.1 The four components of a good prompt

Component	What it tells the tool	Example
Role	Who should the tool write as?	"You are writing as a monitoring and evaluation specialist at an association working on violence against women."
Context	What does it need to know?	"The Association works on monitoring legal data. Target audience: national-level decision-makers."
Task	What exactly is being requested?	"Write a draft 2-page policy brief."
Format and constraints	What should it look like, and what should it avoid?	"Title, 3-sentence summary, 3 findings, one recommendation per finding. Do not fabricate any statistics."

When writing a role, saying "expert" is not enough; state whose desk it is sitting at: which institution, to whom it is writing and what it wants.

6.2 Safeguard lines to add to any prompt

COPY AND USE

Do not fabricate any statistics, sources or quotations; where data is needed, write [DATA TO BE ADDED] instead.

If what I am asking for is not possible, do not make things up; say so and explain which constraint I would need to relax.

Do not provide citations; write your suggestion and I will verify the citation myself.

(When revising) Correct only the following points and leave the rest unchanged.



If you use this constraint, the tool will write [DATA TO BE ADDED] in place of most statistics in policy brief outputs. However, the same outputs may still contain an unverified legislative claim and source labels (Section 3.1). The constraint reduces fabrication; it does not replace verification.

6.3 Five techniques

1. **Guide by example.** Instead of describing, provide two well-written paragraphs that the Association has previously produced as examples: “continue in this tone”. Your past texts are an asset.
2. **Break it down.** First ask only for the outline, approve it, then have it written section by section. You will catch an unwanted section at the outset rather than after reading two pages.
3. **Adapt to the audience.** Adapt the same content separately for the ministry, the donor and social media. Change the language, not the position.
4. **For long documents, say “extract” instead of “summarise”.** List one by one the information to be extracted; ask for page numbers and check them.
5. **Set up a revision loop.** State point by point what you did not like and ask for the parts you liked to be retained.

6.4 Have AI design the research, and prevent it from fabricating results (hallucination)

During the training, a prompt on “burnout levels among women working in industry in Ankara” was tested, containing both “field research, sampling, but without fabrication” and “format: scientific research report”.

Asking for a report when no data is available forces the tool to fabricate findings. The right request is a research protocol: research question, conceptual framework, scale options, variables, sampling plan, data collection process, analysis plan and ethical framework (template: Annex A4). The report is written after field data has been collected. When scales are suggested, always ask about their licensing status: some widely used scales require a paid licence.

7. Recommended tools

Below are example tools for routine day-to-day NGO work and for preparing project proposals. The list is indicative; inclusion in the list does not mean “safe for any data”, and the rules in Section 5 apply to all tools. The Board decides on the list of institutionally approved tools and on the need for organisational subscriptions.

Tool	Use	Points to note
Text and general assistants		
ChatGPT	Text drafts, summaries, translation; image generation within the chat	Turn off the model training option in Data controls.
Google Gemini	Text, summary and image generation; ready to use with a Google account	Even with “Keep Activity” turned off, reviewed chats are retained for up to three years.
Claude	Working with long documents, editing text	Check your data use preference in the privacy settings.
Microsoft Copilot	Within Word, Outlook and Teams; in the Edge browser sidebar	Organisational data protection terms apply when used with a work account; they do not apply to personal accounts.



Tool	Use	Points to note
Research and working with documents		
NotebookLM (Google)	Q&A and summaries based on the documents you upload; audio and video overviews in Turkish	Grounds its answers in the sources you upload but can still be wrong. Red-list documents are never uploaded.
Perplexity (<i>participant suggestion</i>)	Search with cited sources	Open the cited source; verify that the claim is actually stated there.
Consensus, Elicit	Source-based search of academic publications	Verify every citation on the publisher's website; article summaries may be inaccurate.
Visuals, infographics and presentations		
Canva	Social media visuals, infographics, presentations; AI image generation and add-ons in the app store	The AI quota is limited in the free version. Add-ons belong to different companies; check the terms of each separately.
Adobe Firefly, Adobe Express	Image generation and editing	Adobe's own Firefly models are trained on licensed content and public domain works. If the application also offers other companies' models, this assurance may not apply to them; check which model you are using.
Ideogram	Posters and images containing text	Always check Turkish characters (ç, ğ, ı, İ, ş).
Napkin AI	Converting text into diagrams and infographics	Compare numbers and labels with the source.
Gamma	Presentation drafts from text	Adapt to the organisation's template and language; verify the figures.
Midjourney	Advanced image generation	Paid.
Video, audio and subtitles		
Clipchamp (Microsoft)	Video editing, automatic subtitles, text-to-speech	Comes pre-installed on Windows. Check automatic subtitles, particularly names of institutions and people.
CapCut	Short video editing, templates, automatic subtitles	Its terms of use grant the company a perpetual and broad licence over uploaded content (including faces and voices). Do not upload images or voices of real people.
AI voice-over tools , e.g. ElevenLabs	Text-to-speech	These tools have voice cloning features; the voice of a real person is never cloned. In advocacy videos, give priority to your own voice or a voice-over artist.
Text-to-video and avatar tools , e.g. Google Veo, Runway, HeyGen, Synthesia	Short scenes and narrator videos	Most are paid. A generated person, scene or testimony is never presented as a real event or beneficiary (Section 3.2); the disclosure statement is used in the video (Section 3.3).
Extensions		
Prompt enhancer extensions , e.g. Pretty Prompt (<i>participant suggestion</i>)	Turning a rough idea into a structured prompt	Sends your text to yet another third party; no red-list information is ever entered.



Tool	Use	Points to note
Browser and in-app AI extensions	Summarising the open page or document, writing assistance	May read the open page or document. Turn them off when working with red-list information; install only extensions from known publishers.

Before using a new tool: 5 key questions

TOOL ASSESSMENT

1. Where does the data I enter go, and how long is it retained?
2. Is it used for model training, and can this be turned off?
3. Can humans (reviewers) read the chats?
4. Will I use it with a personal account or an organisational account?
5. Who holds the rights to the content I produce?

If you cannot find the answer to any of these questions, use the tool only with green-list content. The Board decides on adding a new tool to the list of tools approved for institutional use.

8. Institutional recommendations for staff, members and volunteers

8.1 Roles and responsibilities

- **Preparer:** Responsible for the accuracy of the content and its compliance with these guidelines, regardless of whether AI was used.
- **Approver:** External documents prepared with AI support (donor reports, press releases, policy briefs) are approved by the Board or by the person designated by the Board for this purpose.
- **AI focal point:** The person designated by the Board for AI-related matters. Questions, complaints and tool suggestions are submitted to this person; this person may be the same as the contact person designated under the KVKK.

8.2 Approval workflow for external documents

1. The preparer applies three filters: **accuracy** (Section 3.1), **gender** (Section 4.2) and **institutional voice** (below).
2. Every number, date, name, quotation and legislative reference listed in Section 3.1 is verified against the primary source.
3. A disclosure statement is added where required (Section 3.3).
4. The approver reads the text from start to finish.

Institutional voice filter. AI-generated texts have typical traces: everything presented as a list of three, the pattern “not only X, but also Y”, filler phrases such as “in conclusion” and “let us not forget that”, inflated adjectives such as “critical” and “vital”, and recommendations that commit no one. Read the text aloud; change any sentence you would never say yourself.



8.3 Members and volunteers

- Members and volunteers working on behalf of the Association are also subject to these guidelines. Those using personal accounts comply fully with the red, amber and green lists.
- Every new staff member, member and volunteer joining the Association is given these guidelines and the Pocket Card in Annex B.

8.4 Updating the guidelines

The guidelines are reviewed once a year and whenever a new tool is adopted for institutional use. The Board is responsible for updates; new versions are recorded in the table below.

Version	Date	Change
1.0	September 2026	First edition.

8.5 Frequently asked questions

Do we have to purchase a paid version? The rules in these guidelines can be applied with free versions. Individual paid plans (e.g. ChatGPT Plus) are subject to the same data protection terms as the free version; the difference lies in organisational plans. The decision on an organisational subscription rests with the Board (Section 7).

If I have turned off the setting, can I enter confidential information? No. Even with the setting turned off, data may be retained and reviewed for a period of time (Section 5.4).

Who is responsible for a text in which I used AI? The person who prepared it and the person who approved it (Principle 1).

Which tool is the best? The differences between tools matter less than how the prompt is written. Even the best tool produces poor results with a poor prompt.

References

- Council of Higher Education (YÖK) (2024). *Ethical Guidelines on the Use of Generative Artificial Intelligence in the Scientific Research and Publication Activities of Higher Education Institutions*.
- Law No. 6698 on the Protection of Personal Data.
- Regulation (EU) 2026/1744 (Digital Omnibus on AI); entered into force on 27 July 2026.
- Google, *Gemini Apps Privacy Hub* and *Manage your Gemini Apps activity* (support.google.com/gemini).
- OpenAI Help Center, *Data Controls* (help.openai.com).
- Training pre-test (24 September 2026) and training workshop outputs (24–26 September 2026).



Annex A. Prompt templates

Use by filling in the square brackets. A1, A2 and A4–A6 were tested during the training; A3 is a consultant recommendation. Remember to adapt the constraints to the topic (Section 4.3).

A1. Policy brief

TEMPLATE

You are writing as a policy analyst at an NGO working in the field of [field].
CONTEXT: The organisation works on [organisation's focus]. Target audience: [decision-maker].
Our aim: [desired policy change].
TASK: Write a draft 2-page policy brief.
FORMAT: Title · 3-sentence executive summary · problem statement · 3 key findings · 1 concrete recommendation linked to each finding · conclusion.
CONSTRAINTS: Formal but plain language. Do not fabricate any statistics or sources; where data is needed, write [DATA TO BE ADDED]. Do not portray women as passive subjects. Each recommendation must have an addressee: it must be clear "who will do it".

A2. Grant application: rationale section

TEMPLATE

You are writing as an experienced NGO project specialist who writes proposals for international funds.
CONTEXT: The organisation [description]. Call: [programme name and priority].
Budget range [x], duration [y months], target group [z].
TASK: Write a draft for the "Rationale / Need Analysis" section of the application.
FORMAT: 3 paragraphs: (1) the scale of the problem and the evidence, (2) the gaps in existing interventions, (3) how this project closes that gap.
CONSTRAINTS: Make the link with the call's priority explicit in each paragraph. Where data is needed, write [DATA TO BE ADDED]. Do not use inflated adjectives. Integrate the gender dimension into the rationale itself, not as decoration.

A3. Activity report: narrative section

TEMPLATE

You are writing as a monitoring and evaluation specialist at an NGO.
CONTEXT: Period [date range]. The report is for [donor]. Raw notes are provided below.
TASK: Write the narrative section of the activity report.
FORMAT: For each activity: what was done, how many people were reached, what output was produced, comparison with the target.
CONSTRAINTS: Use only the information in the notes below; do not add or fill in anything. If information is missing, write [INFORMATION MISSING: ...]. Do not exaggerate success.
Disaggregate the number of people reached by sex; if no data is available, write [INFORMATION MISSING].
RAW NOTES: [paste notes cleared of personal data]



A4. Research protocol

TEMPLATE

You are working as a social scientist designing field research in the field of [field].
CONTEXT: Topic [topic]. Target group [group]. Field access [status].
Duration [x months], team [y people]. The results will be used for [intended use].
TASK: Do not write a report yet; we have no data. Prepare a research protocol:
research question · conceptual framework · scale options (at least 3) ·
variables · population and sampling plan · data collection process · analysis plan ·
ethical framework (consent, confidentiality, participant risk) · timeline · limitations.
CONSTRAINTS: Do not generate any findings, numbers or ratios; where needed, write [TO BE
RESEARCHED].
Do not provide citations. For each scale, state its Turkish adaptation and licensing
status.
Do not add the gender dimension as decoration: unpaid care work,
the second shift and the work-home burden must be built into the design.
Do not assume capacity we do not have.

A5. Visual

TEMPLATE

Create a simple illustration.
SUBJECT: [what is in it]. PEOPLE: [posture]; no facial detail, close to a silhouette.
COMPOSITION: [shot, angle]. STYLE: [flat-colour illustration, etc.]
COLOUR: [palette]. FORMAT: [square 1:1 / vertical 9:16]; top third left empty for text.
NEVER USE: wounds, bruises, tears, dark corners, fists, broken glass,
chains, helpless or cowering postures.

A6. Short video script

TEMPLATE

You are a content creator writing short video scripts for social media.
CONTEXT: An association working in the field of [field]. Topic: [advocacy topic].
Target audience: [audience]. Platform: Instagram Reels, vertical format.
TASK: Write a script for a 30-second video.
FORMAT: Table: Second | What appears on screen | Voice-over | On-screen text
STRUCTURE: 0-3 s hook · 3-10 s problem · 10-22 s message · 22-30 s call to action.
CONSTRAINTS: The voice-over must not exceed 65 words in total. A single idea.
Do not use clichéd images of violence. Make the call to action concrete. Do not fabricate
statistics.



Annex B. Pocket card

Print it out and keep it on your desk.

FIVE PRINCIPLES

1. Delegate the process, not the decision.
2. Never paste anything that could not safely be made public.
3. No text leaves the organisation without human review.
4. Review every output through a gender lens. Remove gender stereotypes from the text.
5. Do not conceal your use of AI.

RED LIST: NEVER ENTER

Personal data · Decisions · Financial data · Dates and locations · Images of individuals

Uploading screenshots and files also counts as pasting. Removing the name is not enough: someone who knows the person may recognise them from the text.

THREE QUESTIONS FOR EVERY OUTPUT

Fact or draft? → What do we lose if it is wrong? → Where can I verify it?

If you see a number, date, name, quotation or legislative reference, stop and verify.

ADD TO EVERY PROMPT

Do not fabricate any statistics or sources; if needed, write [DATA TO BE ADDED].

If what I am asking for is not possible, do not make things up; say so and explain why.

IF YOU HAVE SHARED BY ACCIDENT

Delete (chat and sharing link) → **note** (type of information, tool, time) → **report on the same day.**

Contact for reporting: AI focal point (Section 8.1)



Avrupa Birliđi tarafından
finanse edilmektedir.



TÜM KADINLAR
VE KIZ ÇOCUKLARI
İÇİN

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