

Join us in calling for age to be added to the Editors' Code

Thank you for getting involved and downloading this pack! Below you'll find some social media posts and graphics which you can share on your own channels to strengthen the call for age to be added to the Editors' Code.

About the Editors' Code

The [Editors' Code of Practice](#) sets out the rules that newspapers and magazines regulated by the [Independent Press Standards Organisation \(IPSO\)](#) have agreed to follow.

Clause 12 in the Editors' Code sets out expectations around avoiding discrimination. But age is not included. This means there are no standards that the press must adhere to when reporting on age.

We're calling on IPSO to change this, and we need your help.

Social media posts

Example post 1

Did you know that there are no rules the press needs to follow when it comes to age?

If you think that #ageist headlines like these should become a thing of the past, call on @IpsosNews to add age to the Editors' Code:

<https://www.agewithoutlimits.org/media>

#AgeWithoutLimits

Example post 2

The media's stereotypical portrayal of older people pits generations against each other and contributes to #ageist attitudes, beliefs & behaviours.

I'm calling on @IpsosNews to add age to the Editors' Code. Get involved & learn more: <https://youtu.be/catoAHXnSss>

#AgeWithoutLimits

Social media graphics

You can download social media graphics to use – which all feature real headlines – in this pack.

Thank you for spreading the word! Make sure to email IPSO and share here:

<https://www.agewithoutlimits.org/media>