



Media and Communications Policy

Section	Management, Governance, Staff
Contact	GCC Manager
Last Review	April 2017
Next Review	April 2020
Approval	TBA
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Purpose:

To promote public awareness and understanding of Glenfield Community Centre (GCC) decisions, policies, issues facing the Centre services and programmes and new and emerging initiatives.

To provide Governance, Executive and Staff with an understanding of the policies surrounding public statements and media relations and establish procedures for designated employees to use in providing timely and effective responses to inquiries from the media.

To promote the Centre's reputation and ensure consistency and professionalism in how the GCC and its designated Governance, Executive and Staff communicate with the media.

Definitions:

Centre Social Media Accounts – officially sanctioned accounts include (but are not limited to) Facebook, YouTube, Twitter, Flickr, Vine, blogs, LinkedIn, wikis, and Google+. Includes social media accounts that represent the Centre or a service area.

Channel/s – the method by which a Centre statement or message is provided to a particular audience.

Communications – any officially released GCC news item, statement, publication or internal messaging for stakeholders interested in the activities of the Centre.

Communication Stakeholders - individuals and organisations considered to have a genuine interest in Centre activities and progress. They may include Governance, Executive and Staff, former staff, suppliers, contractors, the community, the media, elected officials, local and central government agencies, and business interests.

Internal Communications – any communication, in any form, primarily intended for Governance, Executive and Staff. The messages are usually communicated via the Centre’s email, website, IT system, social media, approved online channels or posted physically at locations at the Centre.

Media – those organisations that most people turn to for news – the mainstream television, radio and print media with regular bulletins or publication cycles, and established networks, websites and business premises.

Social Media – a website or application that enables users to create and share content or to participate in social networking.

Stakeholder Communications – any communication, in any form, intended for audiences (on the University campus or not) that have a genuine interest in the University. This may be because they are staff or students, alumni, donors, live near the University, or are elected officials or agencies that have a particular reason to be interested in the University and its activities.

Policy:

General Information

As an open, accountable and transparent organisation, the GCC values the role that media plays in communicating Centre news and information to the public, to help inform the public on issues and to report on the public’s views and opinions about the GCC. The Centre is committed to developing and maintaining professional working relationships with the media.

Guiding Principles

- The Centre recognises the media plays a vital role in GCC’s communication activities and encourages accurate media coverage of programmes, services and events.
- The Centre maintains an open, transparent communications process that enables journalists to have access to the Chair and/or the Centre Manager.
- The Centre fosters positive working relationships with all media, including local, regional and national, in print, broadcast and electronic formats.
- The Centre has a responsibility to provide accurate information and respond to media requests with promptness, courtesy, honesty, clarity and respect and welcomes the opportunity to communicate information about the GCC.

- Championing the Centre and what it stands for;
- Contributing to increased Centre visibility;
- Maintaining consistency with the Centre's Constitution, Mission, Values, Strategic Plan and Branding;
- Crafting fit-for-purpose content – relevant and well communicated; coordinated, joined up, inclusive, accurate, succinct and timely;
- Remaining customer service/client focused, establishing relationships across a wide range of audiences;
- Perpetuating best practice within existing IT infrastructure and budget;
- Continually improving – where necessary challenging the status quo;
- Cost-effective efficient use of resources;
- Focusing effort to maximise impact across multiple channels;
- Providing measureable results;
- Where possible, using the expertise available at the Centre in communications activities.

Official Spokesperson

The principal spokesperson for the Centre is the Chair.

When appropriate, the Chair may designate a media spokesperson to respond to a media inquiry to ensure that information is disseminated quickly and accurately to all interested media.

Media Enquiries

When the media request information from the Centre, the Chair and Manager will manage the response. Any staff member contacted directly by the media for comment should inform the Manager.

Stakeholder Communications

The Centre's approach is to work with communication stakeholders as often as possible for mutual benefit. This includes regular meetings with key partners, and communications to a broad range of communication stakeholders. The Centre regularly updates its 'Centrelines' publication with information around current Hire Groups, and sends a monthly stakeholder update newsletter to stakeholders.

Employees

Individual employees may speak to the media as a private citizen; however, they are not authorised to speak on behalf of the Centre unless explicitly designated by the Chair. For employees who choose to contact, initiate or respond to news stories as private citizens with respect to any issue that relates to the Centre, the following applies:

- Letters may not be prepared on Centre time, be distributed on Centre stationery or mailed at Centre expense;

- Telephone or email contact may not be made using Centre equipment or on Centre time;
- Responses or letters shall not include the employee's official title/position or intimate
- that the response is made on behalf of the Centre
- Employees must first notify the Manager of their intention to contact the media prior to doing so. The Manager will arrange to meet with the employee prior to the contact with the media. The purpose of the meeting is to review the issues which the employee intends to discuss with the media and to provide an opportunity to discuss the approach to be used in the contact with the media;
- During the meeting, it will also be stressed that employees are personally accountable for any comments made to the media. The employee will be reminded that, should he or she proceed to contact the media, he or she will make it clear that comments are being made as a private citizen and not on behalf of the Centre or in the employee's capacity at the GCC.

Branding Consistency

Where possible, the *GCC Style Guide* templates should be used in order to ensure consistency across all media.

Email

All staff must display appropriate email etiquette and best practice when writing emails. This is important to prevent privacy breaches or reputational issues for the Centre.

Social Media

Staff should exercise caution when using social media. When acting in his or her individual capacity rather than on behalf of the Centre, a member of staff must state that his or her 'opinions are my own' in content introductions or online profiles.

Staff wanting to set up online profiles on behalf of the Centre must first contact the Centre Manager for advice and permission.

For more information, refer to the Centre's *Social Media Policy*.

Media Releases

All media releases must be signed-off by the Chair as the official spokesperson for the Centre. The Manager will coordinate with the Chair to ensure that the information presented is timely, interesting to the public, accurate, fair, balanced and to the benefit of the Centre.

Media Inaccuracies

The Centre has the obligation to ensure media releases regarding GCC matters are reported factually and accurately, and to correct or clarify the public record when significant inaccuracies occur. The obligation includes ensuring media reports are fair, objective,

balanced and contextual; and that direct quotes are accurate and attributable. The Centre Manager will review media reports and will work with the media outlet in an effort to correct or clarify inaccuracies. If Staff see or hear inaccurate information, they are to advise the Manager immediately.

Media Access at Annual General Meeting

Since the AGM is a public meeting, the media are welcome to attend and report on proceedings.

The Centre will make every effort to accommodate media representatives unless the space is needed for staff or delegations. In such cases, alternate seating arrangements will be made.

During meetings, all media representatives are expected to conduct themselves in accordance with the following guidelines:

- Media may conduct interviews prior to, during breaks or at the end of meetings in an appropriate location. In any event, the conducting of interviews is not to disrupt the meeting.
- Media will otherwise take a passive role, are not entitled to participate to any degree greater than any member of the public in attendance, and must conduct themselves in a way that is not intrusive or disruptive of the meeting.
- Audio and video recordings of public meetings are allowed using any device provided they are muted and do not disrupt the proceedings in progress.
- Recordings shall take place only from an area that does not unduly obstruct the audience's or participants' view.
- If the Centre determines that an individual is not conducting themselves as described above, permission to record meetings may be discontinued on either a temporary or ongoing basis by the Centre.
- Laptop computers and handheld devices, are permitted in the meeting rooms provided that the equipment:
 - is completely muted and operated in a manner which does not interfere with the audience's or participants' ability to hear or view the meeting proceedings;
 - does not compromise confidential materials or discussions; and
 - does not occupy space otherwise required for a meeting participant or audience member.

Meetings

Media are not permitted to attend "In Camera" sessions or Governance group meetings due to the confidential nature of the sessions. Media must remove themselves and all media equipment and personal effects shall be removed from the meeting room during an In Camera session.

Media Visits

Media visits to GCC facilities (including in-service buses) are to be pre-arranged with the Manager in advance of any photo or film shoot.

Connection by the media of their computer equipment and that of any other privately owned computer to GCC information services or network infrastructure is prohibited, with the only exception being to access GCC's public web pages via the Internet

Audience:

All GCC Governance, Executive, and Staff.

Legal compliance:

Official Information Act 1982

Privacy Act 1993

Public Records Act 2005

Related procedures / documents:

Electronic Mail and Internet Policy

Social Media Policy

Style Guide

Document Management Control:

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