


MEDIA AND PUBLIC RELATION

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REVIEWED BY	Mariana Philipova	
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Policy Statement

The company takes seriously its responsibility to convey and reflect, within the public domain, a professional response to any media-led interest in our activities. This policy sets out the key principles which govern contact with any media enquiry received by the company. We recognise that in today's fast moving digital communication world there is a significant role played by any media interest or coverage in people's perceptions and of the effect such perceptions can have on our business.

Handling a Media Enquiry

Should any member of staff be approached by local or national journalists, or, free-lance writers, **they should respond with "no comment"** and immediately pass the enquiry to the manager only!! The manager solely is responsible for responding to the enquiry and will make a judgement about any advice which might need to be sought before the response is forthcoming.

Media Statements

These are generally a written response to articles, complaints or a regulatory visit, e.g. from the local authority or Care Quality Commission. Any media statement must be approved and signed off by a Director prior to release.

Press Releases

These are used as the main way to highlight good news stories. They can include stories on staff awards / achievements, fund raising or grant awards for specific areas of work e.g. dementia etc. Advertorials are used in much the same way. All press releases must only be compiled, edited and released by the manager unauthorised publishing will be subject to disciplinary action.

Interview Reports

Such requests are sometimes accompanied by requests for access to film or photographs. This is usually in response to a proactive press release, or, in reaction to an unplanned story. All such requests must be approved, appropriate consent sought where required and forwarded to the appropriate person, the manager. Staff need to exercise caution if approached whilst on duty in the event of reporters posing as someone else (undercover), if they suspect this to be the case they should report it immediately to the manager. Any requests involving residents or residents are subject to the usual safeguarding controls i.e. consent, capacity to consent, family or best interest decision considerations and duly recorded.

Requests from police

These are usually received when the Police require assistance from the public to progress a criminal investigation. These need sensitive handling, particularly where a service-user or resident is a victim of the crime. The usual safeguarding controls should be actively in place and followed before any approval is given.

Confidentiality and Consent

The usual roles of sharing information must be adhered to and are particularly relevant where the situation is still ongoing e.g. complaint investigation, disciplinary action, criminal investigation and where necessary any discussions between multi-agency partners as to who is best placed to make the response. Only the authorised officer from each organisation will be permitted to discuss and agree the response. Consent, as defined within the Mental Capacity Act 2005, will be sought, recorded and signed off.

Training Statement

All post holders identified above are competent and able to fulfil media duties.

Related Policies

Confidentiality

Consent

Cyber Security

Data Protection

Good Governance

Monitoring and Accountability

Social Media and Networking