

Media Handling Procedure

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Mandatory to read?	Non-clinical staff <input type="checkbox"/> ✓	Clinical staff <input type="checkbox"/> ✓
Which NHSLA Risk Management Standard(s)?	Not applicable	
Which relevant CQC standards (where applicable)?	Not applicable	

South Lincolnshire CCG

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Version Control Sheet

Version	Section/Para/ Appendix	Version/Description of Amendments	Date	Author/Amended by
1		New Policy for SLCCG	June 2013	GEM Communications
2		Revision	October 2014	Tony Crowden
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Media Handling Procedure

Policy Statement

Background	To promote and protect the reputation of South Lincolnshire CCG (SLCCG). Media handling must be dealt with following the correct procedure.
Statement	Professional media handling is an organisational requirement which protects and manages the reputation of SLCCG; this includes the use of online and social media.
Responsibilities	All SLCCG staff are responsible to adhere to the media handling procedure.
Training	The GEM Marketing, Communications and Engagement Team is responsible for providing media handling coaching to senior officers of the CCG and for arranging more formal training as and when required.
Dissemination	Website Internal communication channels.
Resource implication	This procedure has been created in line with the policy for the development and management of policies.

1. Introduction

To protect the reputation of SLCCG all media enquiries must be directed through to the GEM Marketing, Communications and Engagement Team (MCE) on 01522 515343.

2. Guidance for staff

Senior Officers

Senior officers who are approached directly by the media to comment on specific issues may respond directly if they feel it is appropriate. Where issues may be deemed contentious it will be more appropriate to work with the GEM MCE team to formulate a response. Senior officers dealing directly with the media should advise the GEM MCE Team that they have done so in order for the enquiry to be logged.

Members of Staff

If a call from the media goes directly through to any other member of staff it should be referred immediately to the MCE Team. Members of staff should only ever speak to the media after they have spoken to the GEM MCE Team and after they have been briefed about the enquiry.

Lay Members

If approached by the media they should direct all calls to the MCE Team.

3. Responding to media enquiries

The GEM MCE Team, or appropriate senior officer in the circumstances outlined above, will deal with the media enquiry, either providing the information verbally, or by e-mail, or by arranging with the journalist to put them in contact with the appropriate staff or Governing Body member.

A member of the MCE Team will then contact the relevant staff member and brief them about the media enquiry. Having agreed what the response should be, and the availability and appropriateness of the staff member to talk to the journalist, the MCE lead will then set up the interview. This will involve either putting the call through directly if the journalist is from a newspaper or magazine, or setting up a radio or TV interview either over the phone, in a studio, or at another location.

Every effort should be made to meet deadlines wherever possible.

4. National and specialist press enquiries

All national and specialist press media enquiries will be cleared and agreed by the appropriate senior officer of the CCG.

5. Attributable quotes

All quotes given on behalf of SLCCG should be attributable. Attributable quotes should only be made by agreed media spokespeople, usually members of the senior team but may be other staff members depending upon the issue.

6. National media quotes

Quotes for national media will be agreed by the Chief Officer.

7. Media enquiry audit trails

All media enquiries, and their progress and outcome, will be recorded by the MCE Team.

8. Out of Hours enquiries

The GEM Team will provide an out of hours media management service. The Out of Hours number is 01522 537887.

9. Personal use of social media

Social media is as important as any other communication channel. A message published on a website such as Twitter or Facebook has the potential to be as widely-read as a newspaper headline.

We are aware that many employees of SLCCG may have their own social media accounts. Whilst we acknowledge that these profiles are private we would draw your attention to the details below;

- 9.1** Avoid entering into discussions, on social networking sites, that concern the organisation. These comments can easily be picked up by search engines, and they could appear with your name beside them.
- 9.2** Ensure that you do not compromise your professional code of conduct and/or conditions of your contract of employment by discussing work-related issues, patients, colleagues, managers, the organisation or partner organisations on your social media profiles.
- 9.3** The organisation has a responsibility to ensure that all employees feel that they are protected from bullying, harassment and discrimination. Employees are therefore reminded of the Bullying and Harassment Policy.

The CCG has a separate Social Media Policy in place, which should be read in conjunction with this policy around the use of Facebook and Twitter.

10. Media enquires flow chart

MEDIA ENQUIRIES – FLOW CHART

Step 1



Media enquiries should be directed to:

GEM Marketing, Communications and Engagement
Team (MCE)



Step 2

One of the MCE Team to liaise with relevant member of
staff to decide action and formulate a response



Step 3

MCE Team responds to media to either
answer enquiry and phone/e-mail any
relevant information or set up interview
with the relevant member of staff

or

Senior Officer/Chief Officer responds
directly to the media to answer enquiry
and/or arrange time for interview

11. News release procedure

News releases are issued to present a positive message about SLCCG and its work amongst the public and our partner organisations. They will inform others about our aims and achievements and should at all times promote positive healthy messages.

On occasions SLCCG may issue statements that explain or defend the organisation's position on issues that may arise.

Issuing News Releases

- a) All news releases from SLCCG will be planned, co-ordinated and released through the MCE Team. The content will be cleared with a senior officer/Chief officer prior to issue. This includes news releases that are issued to the national and specialist media.
- b) All news releases which refer to other NHS Trusts and local partners will not be issued until the approval of the content has been confirmed with their communications department
- c) All news releases will be available on the SLCCG website.