

POLICY

4.8 MEDIA



Supporting Procedure:	4.8.1 Media and Media Releases	
Other Related Documents:		
Category:	Organisation	
Type:	Strategic	Dates:
1 st Review By:	Jane O'Malley and Patricia Sutton	01/02/2018
2 nd Review By:	Jane O'Malley and Patricia Sutton	04/06/2020
Approved By:	PHCC Board	18/06/2020
Issued By:	Chief Executive Officer	16/06/2020

Introduction

The Peel-Harvey Catchment Council (PHCC) recognises the value in actively and regularly promoting the activities of the Peel-Harvey Catchment Council via all appropriate forms of media.

Frequent, quality media articles are required to highlight projects and/or partnerships and raise awareness of issues relevant to the PHCC and its community, across the Catchment. The PHCC will maintain a chronological historical record of media produced by, referencing, or relevant to the PHCC or Peel-Harvey Catchment.

Definitions

For the purposes of this Policy:

'Board Member' means a member of the PHCC Board of Management

'Employee' means all paid employed persons in PHCC

'Volunteer' means anyone providing unpaid assistance to PHCC

Purpose

The purpose of this Policy is to ensure that all Employees, Volunteers and Board Members understand their obligations to advocate for the Peel-Harvey Catchment re various media sources, and that all contact with the media (interviews, questions, discussions on or off record) must come via approval of the Chairman, or their delegate (e.g. Deputy Chairman or Chief Executive Officer [CEO]).

Policy Statement

The Peel-Harvey Catchment Council will actively initiate regular media opportunities, including social media.

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All media releases, comments, quotes or discussions must be approved by the Chair via the CEO. Employees, Volunteers and Board members are not authorised to make verbal or written comment on behalf of, or as a Representative of the PHCC without permission of the Chairman (via the CEO).

Social media postings are delegated to individual officers, via approval of the CEO. Delegation may be restricted if warranted at the discretion of the CEO.

Simple, project based media releases are delegated to the approval of the CEO. The CEO will seek support, quotes, input from the Chairman when relevant. All complex or opinion based media releases are to be authorised by the Chairman (or nominated delegated representative in their absence).

1 Member Responsibilities – Social Media

Members are encouraged to actively follow the PHCC's social media, including Facebook and Twitter accounts (of the organisation and staff) in order to keep across the activities and events of the PHCC.

2 Staff Responsibilities – Social Media

Staff will promote their projects and all other aspects relevant to their positions, via traditional and social media. Relevant staff, will hold and regularly use a Twitter and/or other social media account, as a way to interact within their profession and community. Promotion of project delivery is a key performance indicator for staff, as defined in the PHCC Community Engagement and Communication Plan.