

MEDIA POLICY

(INCLUDING SOCIAL MEDIA)



Document Number	WAFC-CCS-POL-01
Last Reviewed	April 2018
Next Review	April 2019
Responsible Officer	Executive Manager Commercial, Communications & Strategy
Relevant Policies	IT, Internet, Email & Social Media Policy

WAFC CORE VALUES

Our People | Our Relationships | Being our very best | Leading our Industry

PURPOSE

This policy outlines the coordination of contact between the West Australian Football Commission and the media. It should apply to all staff at all times – 24 hours a day, seven days a week. It is designed to ensure that in all dealings with the media, the WAFC acts in a professional, coordinated manner and that all statements made are accurate and appropriate.

For the purposes of this policy, media contact includes: providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio or social media, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches.

MEDIA POLICY

(INCLUDING SOCIAL MEDIA)



POLICY DETAILS

MEDIA RELATIONS STRATEGY

- All media relations activity will be undertaken with the recognition that the media play an important role in influencing public attitudes towards the WAFC.
- All media relations activity will aim to educate and raise awareness about WAFC programs and initiatives and enhance the WAFC's reputation in the community.
- All proactive media contact will be aligned with the WAFC Communications and Stakeholder Management Plan and consistent with the WAFC's vision, as outlined in the WAFC Strategic Plan.

RESPONSIBILITIES

CEO

The CEO is the official spokesperson of the WAFC and will coordinate contact with the media through the WAFC Communications Specialist. The CEO is authorised to speak directly with the media and respond to media enquiries and should inform the Communications Specialist of any contact in accordance with the Communications and Stakeholder Management Plan.

Chairman

The Chairman is authorised to speak directly with the media and respond to media enquiries and should inform the CEO, or Communications Specialist of any contact in accordance with the Communications and Stakeholder Management Plan.

Commissioners

Commissioners should not respond to unexpected media enquiries. All interviews or official comments should be pre-scheduled and coordinated through the Communications Specialist in accordance with the Communications and Stakeholder Management Plan.

Executive Manager Commercial, Communications and Strategy

The Executive Manager Commercial, Communications and Strategy oversees the activity of the Communications Specialist and the development of the WAFC Media Policy and Communications and Stakeholder Management Plan. The Executive Manager Commercial, Communications and Strategy is authorised to speak directly with the media and respond to media enquiries. They should inform the CEO, or Communications Specialist of any contact in accordance with the Communications and Stakeholder Management Plan.

Communications Specialist

The Communications Specialist will cultivate relationships with journalists, field and filter media enquiries, and conduct media monitoring. Other responsibilities include drafting or coordinating media releases and statements and arranging media interviews, media kits and background material; liaison with appropriate staff to coordinate responses to media issues, and alerting senior management and Commissioners to sensitive or controversial media issues relevant to the organisation. In the absence of the Communications Specialist, all references apply to the Executive Manager Commercial, Communications and Strategy or the relevant contact appointed by the CEO.

MEDIA POLICY

(INCLUDING SOCIAL MEDIA)



WAFC Staff

Staff not mentioned above are not authorised to initiate media contact or respond directly to media enquiries. Staff will advise their Senior Manager or the Communications Specialist of likely events, announcements or issues that may attract media interest, and ensure information provided is accurate. This information is to be referred to the CEO. If staff are contacted directly by media, they will request the journalist's name, contact details, publication or program deadline (date and time), topic, and what they are requesting – for example, an attributable quote, statement, or background briefing. This information should be passed promptly to their Senior Manager or Communications Specialist and the media representative told that the appropriate person will get back to them as soon as possible.

MEDIA CONTACT

- All media enquiries will be referred to the Communications Specialist immediately, and calls returned as soon as possible.
- The CEO will delegate media interviews to key staff as required to discuss areas of expertise or provide specialist comments.
- All spokespersons will be briefed prior to interview. Journalists are to be treated respectfully and courteously by all staff at all times.
- Media responses should always be 'on the record'. They must be in line with agreed key messages on the relevant subject. They will be truthful and accurate, and not include speculation, guesswork or personal opinion. They will not include disparaging comments about other organisations or individuals.
- In the absence of the Communications Specialist, all references apply to the Executive Manager Commercial, Communications and Strategy or relevant contact appointed by the CEO.

MEDIA RELEASES

- Media releases will only be issued through the Communications Specialist or relevant contact appointed by the CEO.
- Commissioners will be provided with background information prior to any media release regarding potentially sensitive issues.
- If staff requires the release of information to the media, they will contact the Communications Specialist who will assist in drafting a media release or statement for approval by the relevant Senior Manager, Executive or CEO.
- In the absence of the Communications Specialist, all references apply to the Executive Manager Commercial, Communications and Strategy or relevant contact appointed by the CEO.

SOCIAL MEDIA

- Social Media includes but is not limited to interactive online services such as Facebook, Instagram, YouTube and Twitter.
- Announcements by the WAFC will be published in appropriate format on relevant social media platforms.

MEDIA POLICY

(INCLUDING SOCIAL MEDIA)



-
- Personal and professional use of social media by WAFC staff must not bring the WAFC or any of its brands into disrepute, compromise effectiveness at work, imply WAFC endorsement of personal views or disclose, without authorisation, confidential information.
 - The WAFC encourages the use of social media to engage existing and new audiences, and to seek and share feedback, news and program initiatives however staff should not engage in social media debate or make comments about WAFC issues without the prior consent of the Communications Specialist or CEO.
 - Personal accounts are not to refer to or utilise WAFC brands or imply the endorsement of the WAFC at any time.

ISSUES MANAGEMENT

- All staff will report emerging issues of potential media and public sensitivity relating to the organisation to the immediate attention of the CEO and Communications Specialist.
- The Communications Specialist will work with the CEO and appropriate staff to develop a media response that is consistent with the organisation's Communications and Stakeholder Management Plan.
- The WAFC will maintain appropriate monitoring systems to identify or track any relevant emerging issues in the media and social media in order to ensure effective and timely management.
- In the absence of the Communications Specialist, all references apply to the Executive Manager Commercial, Communications and Strategy or relevant contact appointed by the CEO.

CONFIDENTIALITY

- Personal or contact details of staff, clients, spokespeople, ambassadors or board members will not be provided to the media without prior consent.
- The release of any information will remain consistent with the organisation's HR and confidentiality policies and Code of Conduct.

QUESTIONS/FURTHER INFORMATION

For further information regarding this policy please contact the WAFC Communications Specialist or Executive Manager Commercial, Communications and Strategy.

MEDIA POLICY (INCLUDING SOCIAL MEDIA)

