



## Media relations policy

Lead executive	Director of Nursing Therapies Patient Partnership
Authors details	Communications and engagement manager - 01244 397407

Type of document	Policy
Target audience	All CWP staff
Document purpose	To ensure the reputation of CWP, its membership, governing body members, lay members and any individuals affiliated with the Trust are not compromised in any way by media interest or pressure. This document also aims to detail the approval mechanisms for all media relations activities including information around consent, filming, photography, visits to the Trust and issues relating to the publishing of information online and individual personal behaviour and responsibility.

Approving meeting	People and Organisational Development Sub-Committee	Date 19 <sup>th</sup> Sept 16
Implementation date	September 2016 followed by an annual compliance review	

CWP documents to be read in conjunction with	
<a href="#">IM10</a>	Information Governance Policy
	Major Incident Plan
<a href="#">IM1</a>	ICT Acceptable Usage Policy
<a href="#">IM7</a>	Code of Confidentiality
<a href="#">GR17</a>	Freedom of Information Policy
	Communications and Engagement Strategy 2014-17
<a href="#">HR3.8</a>	How to raise and escalate concerns within work (incorporating whistleblowing) policy
<a href="#">HR3.3</a>	Trust Disciplinary Policy
<a href="#">HR3.7</a>	Dignity at Work Policy

Document change history	
What is different?	This document has been through a full review and brought up to date to reflect developments in media practice within the Trust and to also reflect reputational implications of any material published online.
Appendices / electronic forms	Three appendices on FOI enquiries, social media approaches by the media and dealing with a complaint via social media has been added
What is the impact of change?	Any issues of unacceptable behaviour online will be dealt with in accordance with the Trust HR policies and procedures. Regardless of how the information comes to light, an investigation may be undertaken. Disciplinary action may also result if; following an investigation, there is evidence of damage. This policy also explicitly indicates that social media websites are accessible from CWP workstations however access for personal purposes should be kept to a minimum and generally be made during permitted breaks.

Training requirements	Yes - Training requirements for this policy are in accordance with the CWP Training Needs Analysis (TNA) with Learning and Development (L&D)
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Document consultation	
East locality	Who within this service have you spoken to

Wirral locality	Who within this service have you spoken to
West locality	Who within this service have you spoken to
Corporate services	Director of Nursing and executives, Head of Corporate Affairs, Head of Human Resources, HR Business Partner, Emergency Planning Team, Reading Panel of 74 staff members.
External agencies	Who within this service have you spoken to

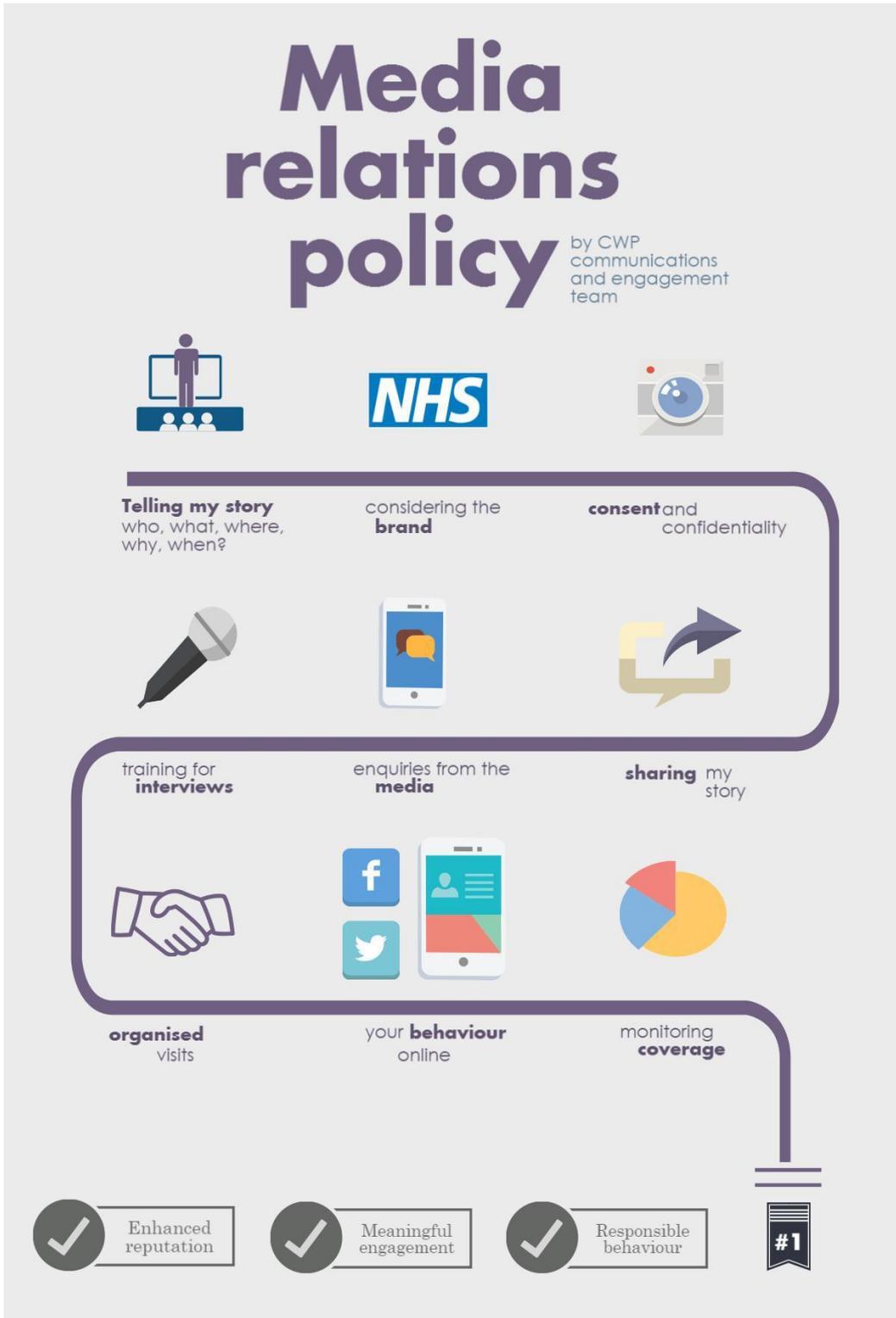
Financial resource implications	Yes - media training will be financed by the team where necessary and in line with budget requirements.
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<b>External references</b>
<ol style="list-style-type: none"> <li>1. www.parliament.uk</li> <li>2. NHS England</li> <li>3. CIPR social media guidance</li> <li>4. 2016 NHS Providers local election and EU referendum purdah considerations</li> <li>5. NHS Employers social media guidance/HR social media policy</li> </ol>

<b>Equality Impact Assessment (EIA) - Initial assessment</b>	<b>Yes/No</b>	<b>Comments</b>
Does this document affect one group less or more favourably than another on the basis of:		
- Race	No	
- Ethnic origins (including gypsies and travellers)	No	
- Nationality	No	
- Gender	No	
- Culture	No	
- Religion or belief	No	
- Sexual orientation including lesbian, gay and bisexual people	No	
- Age	No	
- Disability - learning disabilities, physical disability, sensory impairment and mental health problems	No	
Is there any evidence that some groups are affected differently?	No	
If you have identified potential discrimination, are there any exceptions valid, legal and/or justifiable? Select		
Is the impact of the document likely to be negative?	No	
- If so can the impact be avoided?	N/A	
- What alternatives are there to achieving the document without the impact?	N/A	
- Can we reduce the impact by taking different action?	N/A	
Where an adverse or negative impact on equality group(s) has been identified during the initial screening process a full EIA assessment should be conducted.		
If you have identified a potential discriminatory impact of this procedural document, please refer it to the human resource department together with any suggestions as to the action required to avoid / reduce this impact. For advice in respect of answering the above questions, please contact the human resource department.		
Was a full impact assessment required?	No	
What is the level of impact?	Select	

# Media relations policy synopsis

The objective of this policy is to ensure the reputation of CWP, its membership, governing body members, lay members and any individuals affiliated with the Trust are not compromised in any way by media interest or pressure. This document also aims to detail the approval mechanisms for all media relations activities including information around consent, filming, photography, visits to the Trust and issues relating to the publishing of information online and individual personal behaviour and responsibility. We actively encourage people to share their good news and use the many channels available in a safe and effective way.



## 1.0 Introduction / background

The aims of this policy are to:

- ensure the reputation of CWP, its membership, governing body members, lay members and any individuals affiliated with the Trust is promoted and enhanced and not compromised by media interest or pressure;
- ensure that information issued by CWP is audience-focussed, relevant, appropriate, informed, accurate, consistent and timely;
- ensure that interviews given are conducted by the most appropriate person and/or statements issued accurately reflect CWP, and its policies, practices and services;
- provide guidance for staff on the procedures to follow regarding enquires from the media in and out of hours and whom to contact in the event of an enquiry;
- to provide support when staff are approached by the media;
- set out the approach to communicating effectively, meaningfully and responsibly through all channels including social media;
- set out the expected standards of behaviour when accessing social media and the consequences of misuse.

Advance warning of possible media interest in a particular issue can help all those involved to deal more efficiently and proactively with any enquiries. While the media often presents opportunities for positive coverage, there are times when an apparently harmless enquiry can result in negative coverage. The importance of establishing the context in which the enquiry is to be set cannot be over emphasised.

## 2.0 Procedures for media relations

### 2.1 Media enquiries

A media enquiry is typically a telephone call, an email or social media contact from an individual representing any broadcast, print or online media organisation, or an independent freelance journalist or blogger/vlogger – on a local, regional and national level. All media enquiries need to be dealt with immediately, accurately and by the right person. In order to achieve this **ALL** media enquiries should be directed to the communications and engagement team via 01244 397400 / 01244 397407.

2.2 Some enquiries may also come via the Freedom of Information (FOI) route (see point 17). It is essential that the FOI team and communications and engagement team work seamlessly to ensure the enquiry is dealt with in the most appropriate manner.

2.3 Staff at CWP must **not** enter into dialogue with any journalist and/or media representative unless instructed to do so. Please signpost all enquiries to the communications and engagement team on 01244 397400, who will deal with the request in the most appropriate way. A standard media enquiry form is contained within appendix 1 in case of a major incident. All media enquiries should be logged electronically within the communications and engagement folder.

### 3.0 Out of hours media enquiries

Any media enquiries received out of hours should be directed to the on call 3<sup>rd</sup> tier executive by calling 01244 365000. The communications and engagement team are responsible for briefing the 3<sup>rd</sup> tier on-call managers pre-shift if they are aware of any current media issues.

3.1 Consequently, the on-call executive will need to brief the team the following day for media monitoring purposes and to follow-up any actions required. Where appropriate, the communications and engagement team will keep the Director of Nursing informed at all times, during working hours.

### 4.0 Serious untoward incidents

The communications and engagement team must be notified of any serious untoward incidents, in line with the Incident Reporting, Management and Review Policy.

4.1 Dependant on the level of incident and whether it will generate media interest, a member of the team will brief the appropriate executive director(s) and/or chief executive and will also keep the Director of Nursing informed at all times.

4.2 Where appropriate media statements will be prepared, approved by an executive director and issued by the communications and engagement team.

4.3 The team will also be required, if appropriate, to liaise with the regional NHS England media team and any other relevant external organisations including Trust commissioners, pre/post a serious untoward incident.

4.4 As per section 3, if there is an ongoing media issue, the team will brief on-call managers ahead of their shift.

## **5.0 Major incidents**

In the case of an emergency or major incident the communications and engagement team must be notified immediately. If it is within normal working hours staff will assemble to await clear instruction. Out of hours the on-call executive will contact the communications lead who will liaise directly with all communications and engagement staff.

5.1 The communications and engagement team have a clear business continuity plan and action card which is saved electronically. A hard copy is also contained within the teams office. A summary of how media calls will be handled, key issues and key audiences checklist, a template for issuing media statements and a list of useful communications contacts has been prepared. All these documents alongside media arrangements in the event of an incident being declared a “Major Incident” are detailed in the Trust’s GR7 Major Incident Plan.

5.2 If there is a crisis which affects our NHS services the Trust will provide the latest NHS information to our followers using the most relevant hashtag(s) on Twitter. The Trust will also retweet (RT) information from other official sources such as the Ambulance Service, Police as well as the local Fire and Rescue Service. During an emergency we ask individuals to retweet our tweets to ensure that proper and correct information about the crisis is promoted across Twitter.

## **6.0 Approval processes for reactive and proactive media relations**

Proactive media relations refers to all activity initiated by the Trust and it is essential staff keep the team informed, in order to promote key policy initiatives, service developments, innovative work, good practice and general ‘good news’ stories.

6.1 Approval for all news released will be gained from the source and the service director. For those more contentious/high profile cases it is imperative to discuss the story with a communications and engagement team manager and seek approval from an executive director. There may be circumstances when the chief executive’s approval is also required, which is to be discussed on a case by case basis with a communications and engagement team manager.

6.2 Reactive responses following a media enquiry including the preparation of statements/media briefings, content of interviews and other material to be shared with the media will be initially prepared by the communications and engagement team. Approval must be sought from an executive director.

6.3 It is important to remember that adhering to the GR10 Code of Confidentiality applies. Under no circumstances should any person identifiable information (ie patient, confidential or sensitive data) be shared with a third party. Unless the information is clearly in the public domain and has been approved to share by the Trust Caldicott Guardian, we can neither confirm nor deny if an individual is being treated by CWP (please also refer to 21.5). Any breach of this code of confidentiality will be treated as a disciplinary matter.

6.4 We actively encourage people to share their stories. Story ideas can be submitted to the communications and engagement team. We ask however that you look at the communications “advice

section” on the intranet regarding “what makes a good story” before submitting the information. This details what we need from you and will help us decide on whether your story is for internal or external publication.

6.5 Please note, the team cannot guarantee publication or broadcast nor can it guarantee coverage. Due to internal and external deadlines/pressures, publication of stories may move to a later date.

6.6 In all instances the communication team will issue both reactive and proactive responses to media directly. People who access our services and their families will be fully informed of media situations before statements are made on their behalf to journalists (please refer to the Incident Reporting Policy).

## **7.0 Anti-Fraud communications**

The communications and engagement team work closely with Mersey Internal Audit Agency to ensure effective communication is in place to deter fraud and corruption and to prevent the Trust from falling victim to corrupt practices which divert much needed NHS resources from patient care. In the event of any potential fraud, corruption investigation and/or awareness event with the possibility of external interest the team will receive advance warning from the anti-fraud specialist.

7.1 The team will contact the NHS Protect Media Relations Office when formulating a press response in relation to fraud and corruption issues. All press releases relating to fraud and corruption will be drafted in liaison with the Director of Finance, the anti-fraud specialist and NHS Protect.

## **8.0 Feature/magazine articles**

All proactive feature/magazine articles should be sent to the communications and engagement team for approval prior to submission. Wherever possible, the team should issue feature articles for publication.

## **9.0 Trust newsletters and branding**

All external newsletters produced by CWP will need to be approved by the team. This is to support consistency of message and to ensure the Trust is following the new and updated 2016 NHS Identity Policy. If you have a branding enquiry please contact the team on 01244 397393.

## **10 Request for interviews**

Any request for interview should be co-ordinated by a member of the communications and engagement team. An interview may be requested for print, broadcast media, social and web based channels. Interviews can be either pre-recorded or live.

10.1 Agreement on the most appropriate person for interview, whether it is live or pre-recorded, will be sought from the service director and communications and engagement manager. Where necessary an executive may be consulted. Individuals will be put forward if they have a strong knowledge of the issue in question (and where possible have received recognised media training).

10.2 A member of the communications and engagement team will always assess the suitability of the interviewee before putting them forward for interview. Interviews on controversial subjects will more likely be conducted by a director (clinical, service, executive).

## **11 Requests to act as a spokesperson for a national organisation**

Approval to speak on behalf of other organisations should be gained from the relevant team manager, communications and engagement team and where necessary, the service director and/or an executive.

## **12 Media training**

Media training opportunities will be made available to those CWP representatives who are regularly approached to do media interviews. If media training has not been given to an individual – or if the individual requires some additional advice prior to interview – a member of the communications and

engagement team will provide a detailed brief for the interviewee. A list of questions (where possible), appropriate Trust messages and background information will be included.

### 13 Consent

In order to protect people who access our services and/or carers/parent/advocate by maintaining their privacy, dignity and confidentiality during any media relations activity, including the promotion and celebration of CWP work and successes, consent must be sought.

13.1 The communications and engagement team will advise staff members to explain to individuals that any photographs, video footage and/or written/recorded interviews which take place must be consented to. This includes any promotional activity which involves a service user and/or carer during a dignitary and/or celebrity visit.

13.2 A consent form can be obtained from the communications and engagement team and is available within appendix 2.

### 14 Supervised visits

All dignitary / celebrity / press visits will be supervised by a member of the communications and engagement team, or by a member of CWP staff who has been fully briefed by a member of the team.

14.1 Please note people who access our services must be accompanied at all times by a CWP employee who holds the necessary Disclosure and Barring Service status as per the Pre-Employment Checks policy.

### 15 Photographs

Where available, a member of the communications and engagement team will take pictures at major trustwide events for inclusion in news items e.g. social media, press releases, newsletters, annual report, website, leaflets and posters. In the event that a member of the team is unavailable, staff will be required to take their own photographs. These will be used, where possible, depending on the quality of the image. In those instances, where it is deemed appropriate, a professional photographer will be used.

15.1 The team will seek verbal consent from staff who take part in a Trust photograph but multi-purpose consent forms are available from for all other individuals.

15.2 Please be aware that any service user involvement **must** be recorded and consent sought. Please ensure the consent form is saved electronically as part of the patient's health record.

15.3 All photos need to be of a high quality and saved as a JPEG when sent through to the communications and engagement team. For advice on use of photographs, consent and composition of the picture please visit the communications and engagement section on the intranet.

### 16 Filming on Trust premises

Film crews cannot film on any CWP premises without permission from a communications and engagement manager, nor can they film any member of staff or service user or individuals affiliated with the Trust without the express permission of the organisation.

16.1 Approval will be sought, via the communications and engagement team, from the locality service director and executive. All filming must be supervised by a member of the team, or by a member of CWP staff who has been fully briefed.

16.2 A list of useful/approved trustwide filming locations is currently being compiled by the team.

### 17 Media approaches during a pre-election period

17.1 During a pre-election period - commonly known as 'Purdah' (the period of time from when an election is announced until after the election is held) - it is advised that Trusts do not issue any

publicity that could be seen to support or promote individual candidates standing for election, as well as any group of candidates or political party.

17.2 As such it is recommended that CWP does not start long term initiatives or major publicity campaigns unless time critical (emergency) and public consultations should not be launched. Those consultations already in progress should continue but it is advisable to extend the period to take account of purdah and avoid public meetings and publicity.

17.3 It is advised CWP staff remain apolitical during this time. Individual members of staff are free to express political viewpoints outside the workplace when they are not representing the Trust.

17.4 CWP has the discretion to decide whether or not to allow visits by politicians during an election campaign. When considering whether to host a visit the same approach must be applied to all requests from all official candidates and political parties, irrespective of their size. All requests to visit may be declined, but if allowed, all requests should be accepted.

17.5 Any individuals approached by the media to comment on issues during this period should refer to point 16.3 and 2.1 and seek guidance from the communications and engagement team.

## **18 Freedom of information requests**

Freedom of Information (FOI) requests may come direct from the media. Please refer to appendix 3.

## **19 Monitoring media coverage and cuttings**

Staff are **not** permitted to photocopy any local, regional or national newspaper cuttings. Any unauthorised copying is a breach of copyright. All newspaper copying and media monitoring is managed by the communications and engagement team. The Trust currently holds a Basic Newspaper Copying Licence (up until February 2017) from the Newspaper Licensing Agency. If you require further information about this please contact 01244 397400.

19.1 Regarding magazine, feature/journal articles please refer to the NHS England Copyright Licence [http://www.cla.co.uk/licences/licences\\_available/nhs/NHS\\_england](http://www.cla.co.uk/licences/licences_available/nhs/NHS_england) (or contact [library@cwps.nhs.uk](mailto:library@cwps.nhs.uk))

## **20 Intranet communication**

The communications and engagement team is available for support and guidance when uploading information to the intranet (staff website). Individual teams and departments should identify their own authors / editors and take responsibility for content management as appropriate. If needed, staff should receive content management system (CMS) training. This is available through the Knowledge Manager on 0151 488 7311 or IT on 01244 852345.

20.1 Authors of intranet content should seek approval from their designated 'editor'. Editors should be a senior member from their team. The team can be contacted for guidance regarding content, style and design.

## **21 Trust public website**

Information for the internet (public website [www.cwp.nhs.uk](http://www.cwp.nhs.uk)) must be approved by a service manager and uploaded to that service's specific webpage (each service will be allocated an account and log in information). Content will automatically be sent to the communications and engagement team for moderation and publication. It is the responsibility of each service to ensure that their respective webpage remains up to date.

## **22 Social media and employee behaviour**

Social media can take on many different forms including, but not limited to, internet forums, weblogs, social networks, podcasts, photographs and video posted online. 76% of online adults use social networking sites and the most used platforms are currently recorded as Facebook, Twitter, LinkedIn, Google+, Youtube and Instagram.

Many staff use these in their own time, using their own computers and smartphones. In addition to personal use, for many, this is an important channel for professional communication, learning and gaining a work profile.

The social media ethos is all about engagement, participation and relationship building. Every platform encourages its users to take part, by commenting on what they see and getting involved in conversations with others. This makes it a particularly useful vehicle both for informing patients and for gaining their feedback. Used well, social media can be part of collaborative working and co-production.

22.1 CWP understands the value social media platforms can bring to its employees. This policy documents and provides guidance to every staff member using social media in their own time or has permission to use social media at work for work purposes. It sets out our expectations of you when you do so and what you can expect from us.

22.2 Social media websites that are operationally required for work purposes are accessible from CWP workstations. Although the Trust allows employees access to the internet and email at work, access for personal purposes should be kept to a minimum and during permitted breaks from work. Inappropriate or excessive use will be dealt with under the Trust Disciplinary policy.

22.3 Please remember that whenever or however you may be using these sites, as CWP employees, you are encouraged to maintain standards of professionalism and may be held to account for any inflammatory, derogatory, slanderous or abusive statements. Just as the Trust doesn't tolerate bullying in the workplace, it will not tolerate it online.

22.4 Ultimately you are responsible for your own online behaviour which may occur either inside or outside of the workplace. Staff must therefore take care to avoid online content or actions that are inaccurate, libellous, defamatory, harassment, threatening or may otherwise be illegal. For example,

- sharing confidential information inappropriately;
- posting pictures of patients and people receiving care without their consent;
- posting inappropriate comments about service user groups;
- bullying, intimidating or exploiting people;
- building or pursuing relationships with patients or people who access our services;
- stealing personal information or using someone else's identity;
- encouraging violence or self-harm;
- inciting hatred or discrimination.

22.5 It is important to remember that adhering to the GR10 Code of Confidentiality applies. Under no circumstances should any person identifiable information (ie patient, confidential or sensitive data) be posted to any social media site, blogging site, professional network or online channel (ie Facebook, Twitter, LinkedIn, YouTube) either in a work or personal capacity. Any breach of this code of confidentiality will be treated as a disciplinary matter.

22.6 Employees must always ensure that security information for personal and work related accounts remains confidential, and that they do not disclose log-in information, including passwords, to people who are not authorised to use those accounts.

Staff must also ensure that they do not use social media to publish or share any copyrighted software, media or materials owned by third parties, unless permitted. If staff wish to share content published on another website they are free to do so if that website has obvious sharing button or functions.

22.7 Where an employee identifies a potential breach of this policy, they should in the first instance report the matter to their manager who should seek advice from their Line Manager / HR.

22.8 It is important that you do not give the impression that your comments represent the views of CWP unless specifically authorised. Staff who use social networking sites are strongly advised to

consider the reputational implications of any material published online, which could impact negatively, directly, indirectly or by association to their employment with CWP.

22.9 Social Media should never be used in a way that breaches this Policy, or any other Trust Policy. If an internet posting, blog or social media comment would breach any of the Trust’s policies in another medium, then it will also breach them in an online forum. Managers identifying breaches of the policy should again refer to their HR Advisor in the first instance.

Any issues of unacceptable behaviour will be dealt with in accordance with the Trust HR policies and procedures. Regardless of how the information comes to light, an investigation may be undertaken. Disciplinary action may also result if; following an investigation, there is evidence of damage. For example, damage to:

- The reputation of the Trust;
- Working relationships within the Trust;
- Working relationships with external / collaborative partners;
- Relationships with patient’s/people who access our services or service providers.

Staff should be aware that in some instances it is possible for them to be subject to civil proceedings or criminal prosecution and – as in a small number of cases - could result in dismissal. Those staff who work in accordance with a professional body (ie NMC) should be aware that failure to adhere to the principles of the professional body could lead to a referral on the grounds of conduct.

Employees have the right to raise a concern via the Dignity at Work process should they believe that a colleagues use of social media has negatively affect working relationships. They may also refer to the Trust’s Dignity at work Policy for further guidance and information.

### 23 Social media and online engagement

CWP uses the following social media platforms to communicate with patients, the public and the media:

Account	Detail	Responsibility	Contact – in order to post information
@cwpnhs	Organisation account	Communications and engagement team	<a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>
@mymindfeed	CAMHS	CAMHS team	<a href="mailto:Lesley.Dougan@cwps.nhs.uk">Lesley.Dougan@cwps.nhs.uk</a>
@CWPmywellbeing	5-19 Health and Well-being Service	West Physical Health	<a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>
@educationcwp	Education service	Education	<a href="mailto:education@cwps.nhs.uk">education@cwps.nhs.uk</a>
@cwp_ipc	Infection prevention	Infection prevention team	<a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>
@CWP_EDS	Eating Disorder	Eating Disorder team	<a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>
Youtube: cwpsnhsft	Organisation account	Communications and engagement team	<a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>
LinkedIn:	Organisation account	People’s Services / Communications and engagement team	<a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>
Instagram: CWPmymind	CAMHS	CAMHS team / Communications and engagement team	<a href="mailto:Lesley.Dougan@cwps.nhs.uk">Lesley.Dougan@cwps.nhs.uk</a> / <a href="mailto:info@cwps.nhs.uk">info@cwps.nhs.uk</a>

23.1 CWP reads all comments to us and about us on social media platforms during normal working hours (0900 – 1700, GMT, Monday-Friday) and ensures than any emerging themes or helpful suggestions are passed to relevant people in the organisation (see appendix 5). Occasionally the Trust may cover events outside of these hours live on our social media platforms.

23.2 The Trust welcomes all feedback and ideas however may not be able to reply individually to all the messages received.

23.3 Where the Trust chooses not to publish a comment for a reason other than those listed above, a reply to the commenter will be sent by email explaining our reason and inviting them to make appropriate changes so that the comment can be reconsidered. CWP can however reserve the right to suspend comments at any time if the comments are:

- malicious or offensive in nature and constitute a personal attack on a person's character;
- incite hatred on the basis of race, religion, gender, nationality or sexuality or any other personal characteristic;
- reveal personal details, such as private addresses, phone numbers, email addresses or other online contact details;
- break the law – this includes libel, condoning illegal activity, and breaking copyright;
- from someone aged 16 or under. Please get you parent/guardian's permission before submitting a comment. Users without this consent are not allowed to participate or provide us with personal information.

23.4 Where necessary the Trust will consider blocking accounts if information posted is abusive or harmful.

23.5 If you follow CWP we will not automatically follow you back. However, being followed does not imply endorsement of any kind. If the Trust needs to direct message you or you direct message us, we will follow your profile and may unfollow it afterwards.

23.6 For more staff guidance and useful tips on using social media, please go to the Trust communications intranet pages.

## 24 Contact details

Communications and Engagement Manager(s)  
Tel: 01244 397407 / 01244 393361 / 01244 397385  
Mobile: 07766 115396 / 07766 248494 / 07770 368683

Communications and Engagement Officer(s)  
Tel: 01244 397625 / 01244 397406  
Mobile: 07770 702967 / 07785 604923

## 25 Duties and responsibilities

### **Chief Executive**

As accountable officer, the chief executive is responsible for overseeing effective Trust media relations and adherence to the policy.

### **Communications and Engagement Manager(s)**

Responsible for advising the executive team on reputation management issues and ensuring that a professional communications service is provided including delivering targets across media relations, internal communications, external stakeholder relations (including public affairs) and marketing communications. The managers will also brief executives on reputational management issues.

### **Communications and Engagement Officer(s)**

The officer is responsible for providing specialist communications and engagement support to the Trust which includes responsibility for a range of activities as well as support with internal and external channels for the overall team.

# Appendices

## Appendix 1 – hard copy media enquiry form (major incident)

<h1>Enquiries / Editorial Requests</h1>	
Enquiry Date	Taken By
Name / Contact	
Publication / Media / Company	
Address	
Tel	Fax
Email	
Subject	
Requirements (article, interview, statistics)	
Deadline	Publication Date <i>if applicable</i>
Actioned By / Date	

## Appendix 2 – consent form

### Consent form for service user / carer / staff involvement / other (circle as appropriate)

Participant name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

If circled 'other' please state: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Email: \_\_\_\_\_

Date of session: \_\_\_\_\_

Location: \_\_\_\_\_ Reason: \_\_\_\_\_

It has been explained to me and I understand that any photographs, video footage and/or written/recorded interviews will be made available for the purpose of promoting the principles, and services of Cheshire and Wirral Partnership NHS Foundation Trust (CWP).

I understand that they may be used in the following ways and have ticked the boxes I am happy to consent to:

- Internal/external meetings;
- CWP's websites and social media pages;
- To accompany press releases, media statements and films;
- Feature in any of CWP's printed and online publications;
- Any further promotion items including but not limited to the above.

Further to the above, I agree that CWP may use name, likeness, or biographical information supplied.

I request that the information provided by me is recorded as anonymous

*As the participant I release and forever discharge CWP, its agents, officers and employees from any and all claims and demands arising out of or in connection with the use of said photographs, video footage and/or written/recorded interviews, including but not limited to, any claims for invasion of privacy, defamation or libel. I am aware that with external agencies, such as newspapers and TV companies, CWP cannot always control re-use. I understand that the information I provide will be held in confidence and compliance with the Data Protection Act 1998.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Please note this consent form and the information provided (photographs, video footage and/or written/recorded interviews) will be kept securely.*

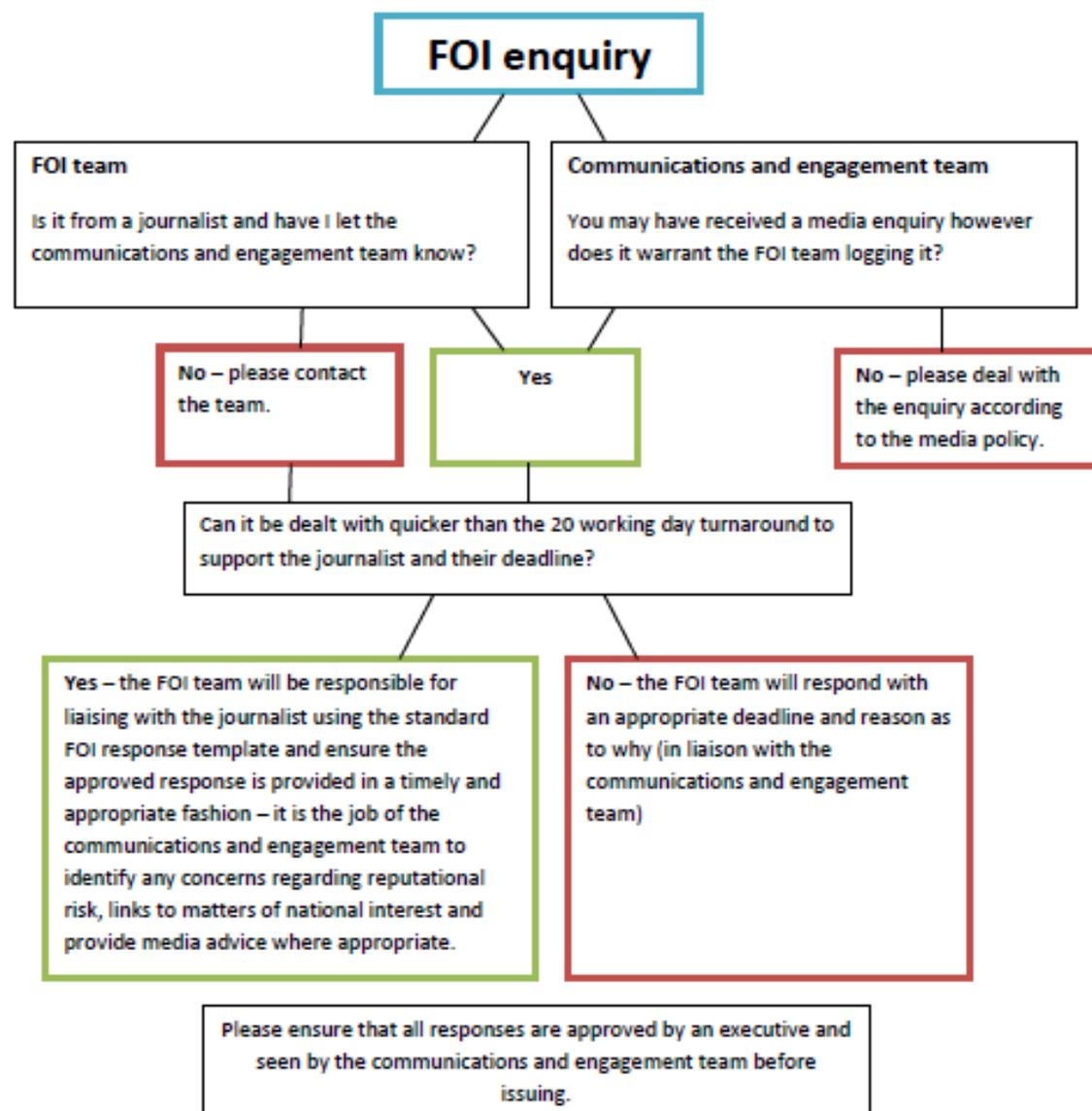
## Appendix 3 – FOI enquiry

### FOI enquiry or media enquiry?

It's not always easy to tell when something should be an FOI or when it should be a media enquiry. The main factors in reaching an FOI decision will be:

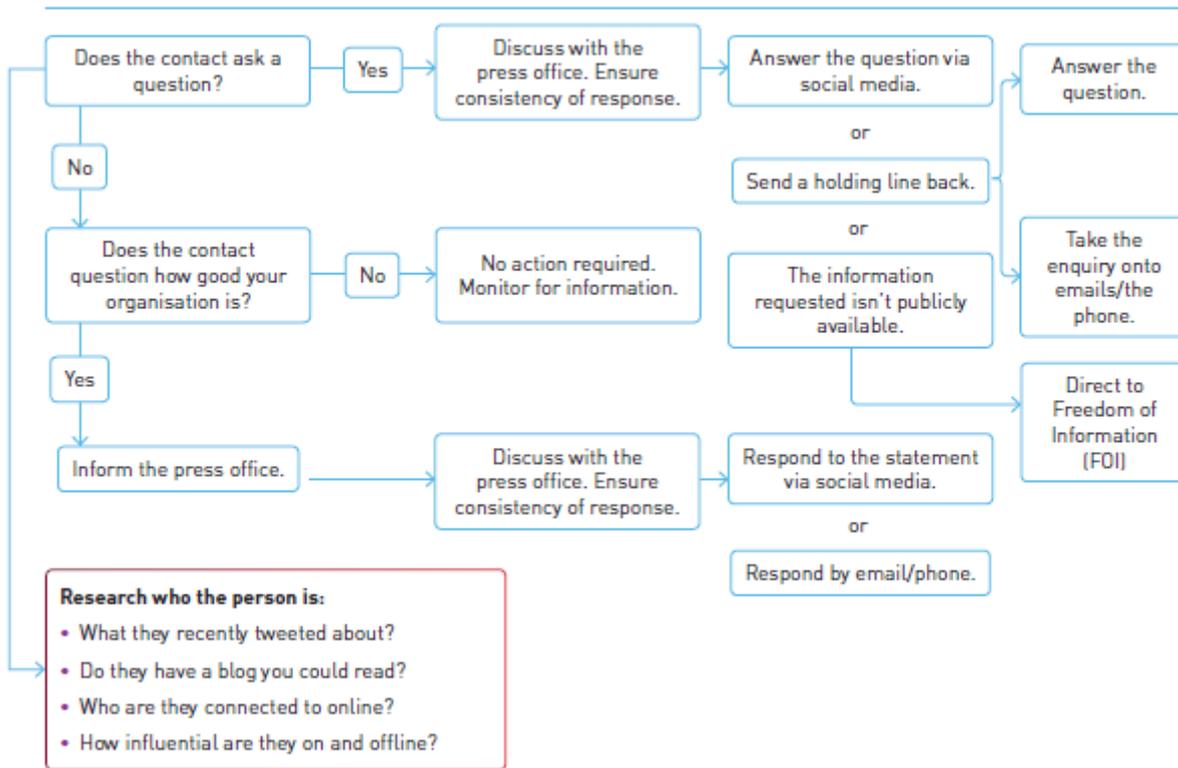
- is this a data request?
- how much information is being requested?
- are multiple organisations being asked for the same data?
- how many people have to contribute to getting the data/answer?
- how quickly can the enquiry be dealt with?
- how quickly does the journalist want the information?

Use your judgement and if you are unsure please ask your line manager. Please remember data protection and patient identifiable information.



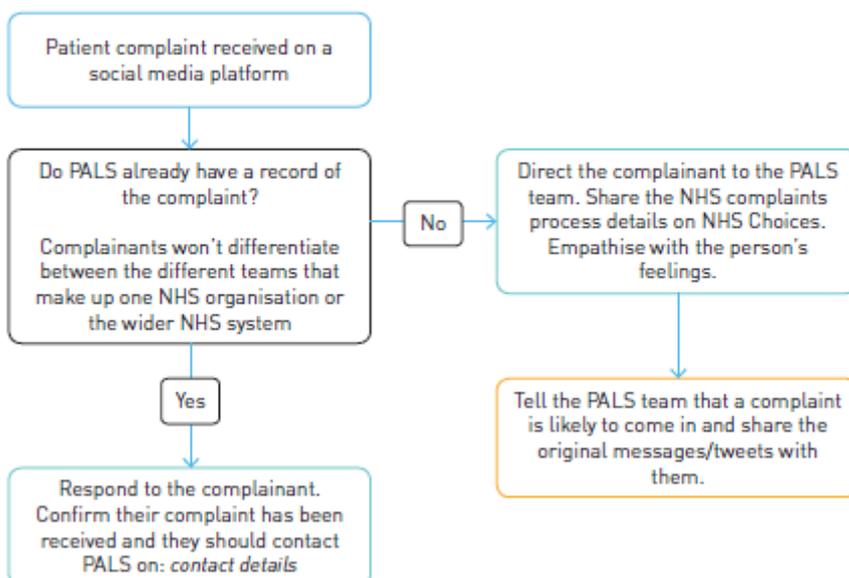
## Appendix 4 – Social media approaches by the media

### Member of the media contacts you or your organisation on a social media platform



## Appendix 5 – Complaints process on social media

### Complaints process:



## Appendix 6 – What makes a good story?

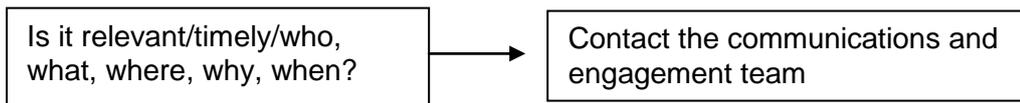
We depend on you to tell us when there is good news to report. It is our job to inform colleagues, organisations and the media about these achievements. You may want to promote good practice, share an award nomination or achievement, raise awareness of health days/events or topical subjects relating to our services. Please note that staff should not approach the media. If staff would like to discuss a potential story please contact the team for guidance.

### What should I do if I want to share a story?

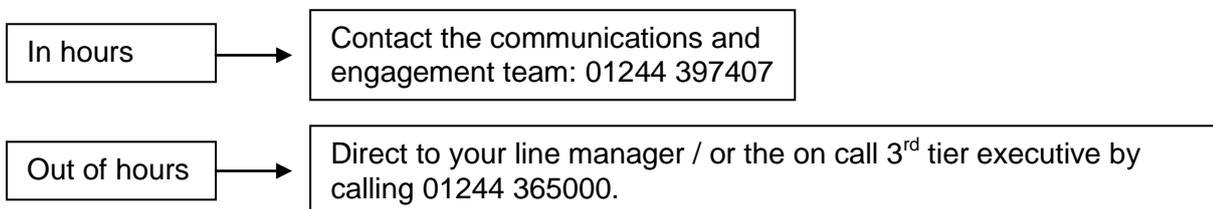
To help us decide whether your story is best suited to an internal audience, such as other staff, or an external audience including the media, please provide as much information as you can about the following:

- What is your story about?
- Who is involved?
- When did it happen or when will it take place?
- How did it come about?
- How did it come about?
- Where are you based?
- Do you have any images?

#### Staff: “I have positive news”:



#### Staff: “I have negative news”:



#### Staff: “I have been contacted by someone”:

