



bestchance is the operating name of bestchance Child Family Care

Media and Public Relations Policy

1. Objective

bestchance is working for the growth of individuals through mutual respect and responsibility, within a harmonious and supportive work environment.

The Media and Public Relations Policy aims to maintain a positive public image for **bestchance** Child Family Care, it's staff, families and children. The purpose of this policy is for all bestchance staff to inform the public of bestchance programs and services in a positive and credible manner without releasing private client information.

All bestchance staff have a significant part to play in establishing good working relationships with the media, both in terms of reacting to press enquiries and to maintain a proactive stance in identifying positive media stories. Being a community based organisation, it is vital that a good relationship is established with the media, members of bestchance and our partner organisations based on mutual understanding, confidence and co-operation.

2. Scope

This policy applies to all staff members, volunteers, trainees/students and contractors of **bestchance**, and is to be read in conjunction with the Social Media Policy, Privacy Policy, Email and Information Technology Policy and People Principles (Staff Code of Conduct). This policy provides advice on the expected conduct of staff members and volunteers when creating and engaging with the media and the public.

3. What is Media and Public Relations?

Media and Public Relations involves working with the media and external organisations for the purpose of informing the public of bestchance's policies and practices in a positive, consistent and credible manner.

- Wikis and online collaborations, for example, Wikipedia
- Forums, discussion boards and groups, for example, Google groups and Whirlpool
- Podcasting and podcasting sites

4. Policy

- Senior Managers to work closely with the Marketing team to ensure strong relationships are developed and the following occurs:
 - A background check is conducted before allowing a journalist to write a story about bestchance or a bestchance program.
 - Ideally agree with the journalist prior to publications that a draft requires approval by a bestchance Senior Manager before any story is publicised. It is important to be aware that journalists will not take the opportunity to make amendments or confirm quotes and facts before publishing.
 - Email confirmation is required to state that a draft will be sent to the Senior Manager before publication
 - Senior Manager to agree with the journalist prior to publications that a draft requires approval before any story is publicised
 - CEO must approve any media release and publications relating to clients
 - Senior managers are to ensure that parental consent has been authorised before any child is featured in any publication.
- All staff are to be mindful that they are representing bestchance, and that of all informal conversations with the media could be used as part of a publication or news item.
- All bestchance publications needs to have reference to the bestchance website and a request for donations, where applicable.
- All publications and articles are to be approved by the respective Senior Manager.

4.2 Responsible Use of Social Media

Publication and commentary on social media sites are bound by the same laws as publishers of newspapers, magazines and websites.

You are:

- a) To not provide comment on behalf of **bestchance** to any media outlets (for example television stations, newspapers and on line news), without explicit approval from the CEO. This includes social media.
- b) To ensure that approval has been obtained to represent **bestchance** on social media, and the accuracy of the content shared.
- c) To not disclose confidential or private information on social media.

- d) To not post or send photos without consent (including on mediums such as Snapchat), being particularly mindful of environments that involve children.
- e) Circumstances that override these processes and guidelines e.g. CEO/Chair assume sole media liaison role.

6. Relevant Legislation and Policies

Legislation and policies relevant to the obligations set out in this Policy include:

- Federal Privacy Act 1988
- Health Services Act 1988 (Vic)
- Mental Health Act 2014 (Vic)
- **bestchance** People Principles (Staff Code of Conduct)
- **bestchance** Social Media Policy
- **bestchance** Email and Information Technology Policy
- **bestchance** Employee Disciplinary Policy
- **bestchance** Privacy Policy and Procedures