



PR & Media Policy

Last updated November 2021

Next review date November 2022

AIM

This policy is designed to ensure Sidmouth Lifeboat is represented positively within public media outlets and platforms (press, social and broadcast) to protect its reputation, promote its activities and drive awareness that Sidmouth Lifeboat is an independent organisation.

RESPONSIBILITIES

Public Relations Officer (PRO)

- Provide information to the media that is accurate, timely and delivered through easily accessible channels.
- Maintain good relationships with key media contacts.
- Identify appropriate spokespeople for quotes and interviews where appropriate.
- Provide advice and support to any members who are responding to a media enquiry or have an idea for a newsworthy story about the organisation.
- Monitor media for unapproved press statements and take corrective actions.
- Monitor the media for expected coverage and keep the PR and Social Media Report updated.
- Manage and monitor all social media channels, respond to comments as appropriate.
- Keep the website updated.

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- Refer all incoming media enquiries to the PRO, who will co-ordinate the response, per the PR & Media Procedure.
- Inform the PRO of any incident or event that has happened which may result in negative publicity and therefore affect The Organisation's reputation, per the PR & Media Procedure.

APPROVAL OF POLICY

Approved by The Board of Trustees on (DATE).

Phil Shepperd (Chair) on behalf of the Board

This policy is to be reviewed every 2 years. Major changes will need board approval

Date	Review completed by	Audit conclusion
18.11.2021	Charli Higgins	Policy condensed, updated contact details, added social media procedures, added issues & crisis procedure, added callout reporting procedure
02.12.2021	Trustees	