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**Media & Communications Policy Version 1.0**



## 1. Introduction

Our media policy recognises that engaging with the media is a critical aspect of how we promote PVV and raise awareness of the issues impacting police veterans and their families. This policy sets out how PVV will engage with the media and defines who can be a designated authorised PVV spokesperson.

The policy applies to all volunteers, employees and directors of PVV.

## 2. Definitions

**2.1 Media** includes the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), and advertising.

**2.2 Social Media** is taken to mean websites and applications that enable users to create and share content or to participate in social networking. Social Media includes, although is not limited to:

- social networking sites such as Facebook, LinkedIn, and Google Plus.
- video and photo sharing websites such as YouTube, Instagram and Flickr.
- blogs, including corporate blogs and personal blogs.
- micro-blogging such as Twitter.
- instant messaging such as Microsoft Lync, Skype and SnapChat.

## 3. Principles

### **2.1 Media engagement is an important channel for PVV to promote awareness on our purpose and services.**

We recognise that engaging with the media can help us achieve our strategic plans which includes promoting awareness of our organisation and engaging with the police veteran community.

We will engage with the media to help inform the public:

- The vision and purpose of PVV
- Connecting with police veterans and their families

### **3.2 PVV will respond to media enquiries through authorised spokespeople**

- PVV's authorised spokespeople are the Chief Executive Officer and the Chair, or in the Chair's absence the Deputy Chair.
- Sometimes, PVV Directors may also be authorised spokespeople, for example when their expertise is required to respond to technical questions, or when a usual spokesperson is not available.

- We have authorised spokespeople to protect PVV employees and volunteers from unintentionally disclosing protected information and to ensure our responses to the media are accurate and consistent.
- When the media contacts PVV they will be referred to an authorised spokesperson.

### **3.3 Guiding principles**

- PVV supports all police veterans regardless of who they are, how long they have served, how they exited the organisation, and their personal characteristics such as gender, race, sexual orientation.
- PVV limits its public support for matters related to mental health and lived experience of veterans themselves, rather than entering into the more controversial area of providing overt support for particular groups. This helps ensure our purpose and mission is clear and uncomplicated.
- The PVV logo cannot be posted in any format other than the approved version.
- PVV volunteers, employees and directors will be impartial, respectful and apolitical.
- PVV will only allow social media content that is open, honest and courteous.
- PVV volunteers, employees and directors should consider how their broader conduct could be reported via the various media channels and how that might negatively impact PVV because of their connection to PVV.
- PVV will allow all reasonable and relevant posts on its social media platforms, even if they are critical of PVV.
- PVV monitors social media to ensure discussion on all platforms hosted by PVV is respectful in tone and constructive in nature. Content that is abusive or inappropriate will be removed, as per our Social Media Terms and Conditions.
- PVV will ensure that the information that we post on social media is accurate and up to date. If we inadvertently post inaccurate information we will acknowledge the mistake and post a correction as soon as practicable.
- We will reply to questions and requests for information in a timely manner.
- PVV will seek to make social media content informative, engaging and appropriate to the audience. We recognise that different platforms require different tones and approaches and will be sensitive to this while remaining professional at all times.

- We recognise the diversity of the community with which we interact, and we are committed to this diversity being reflected in our social media content.
- We will take reasonable steps to ensure the accessibility of all content we post on social media. However, we cannot ensure this for content posted by others.
- We will not post or re-post information, including news stories, that could be harmful to an individual or charity.
- We will take action in cases where the quality of interaction on our social media platforms is being diminished by any individual or group through abusive, inaccurate or otherwise inappropriate posts, as outlined in our Social Media Terms and Conditions. This action may include deleting other people's posts, removing individuals from our groups, blocking individuals, or reporting individuals to the relevant social media outlet.
- Volunteers, employees and directors must be respectful and courteous about the opinions of others online. Never post anything obscene, defamatory, threatening, harassing, discriminatory or hateful about another person or entity.

#### **4. Mainstream media**

Mainstream media, including print and electronic versions can report on PVV activity and are encouraged to do so.

#### **5. Social Media**

Social media increases the visibility and accessibility of PVV to the public, charities and other stakeholders. It enables us to communicate with stakeholders more rapidly and widely than through other forms of media.

PVV maintains a number of social media channels including:

- Website
- Facebook
- Instagram
- LinkedIn
- Twitter
- Podcast
- Email direct marketing (EDM)

The Communications & Marketing Officer is responsible for managing content on all social media channels including monitoring of messaging and approving any changes to structure and imaging.

Access provided to PVV social media channels is restricted to the CEO and the Communications and Marketing Officer.

## 6. Managing potential risks from adverse media contacts

Any potential risks, perceived or otherwise must be reported to the CEO to action any potential risks, perceived or otherwise must be reported to the CEO to action as deemed appropriate, including escalating to the Board or Finance & Risk Committee.

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### 1. Version Control

<b>Version No</b>	<b>Prepared by</b>	<b>Release Date</b>	<b>Key Changes</b>
1.0	David McGowan		Initial document