

<b>West Neighbourhood House</b>	
Unit:	Older Adult Centre
Policy Title:	<b>Media Relations</b>
Approved By:	Management
Approval Date:	February 2014
Revision Dates:	

West Neighbourhood House is committed to effective media relations and strives to harness the power of social media for informational and promotional purposes. West Neighbourhood House has established guidelines and procedures in place to ensure that all communication is factual, clear, and is presented in a timely manner and in accordance with data information practices.

These guidelines are for all external communications from West Neighbourhood House using various mediums including:

- Printed materials such as newsletters, articles, and brochures.
- Electronic materials such as email, postings to web sites or social media sites.
- Media relations such as requests for interviews, news releases, and media inquiries.

### **Guidelines**

The Executive Director or their designate is the only person authorized to communicate on behalf of West Neighbourhood House in interview and/or news releases. At various times and in program related communiques, the organization will do the following:

1. On a case by case basis, the Executive Director designates who may speak to the media on behalf of West Neighbourhood House
2. West Neighbourhood House distributes press releases to various media, as necessary
3. In the event of an emergency, West Neighbourhood House will contact varying media outlets
4. Staff, volunteers or participants that are contacted by the public to arrange an interview or meeting must consult his or her supervisor for permission to do so.
5. The Executive Director must be notified of any media requests requiring a response after regular business hours.

All staff, volunteers, participants using West Neighbourhood House name in the social media realm (including, but not limited to website, Facebook etc.) must:

1. Comply with all applicable legislation, regulations, policies and standards that governs computer and internet use.
2. Be aware of and follow West Neighbourhood House Policies including but not limited to: Code of Conduct, Respectful Workplace, Privacy, Confidentiality, Use of Information Technology, Conflict of Interest.
3. Those given permission by their supervisor are responsible to post, edit, monitor, respond on West Neighbourhood House social media accounts.

4. The program coordinator is responsible for periodically checking social media accounts and monitor the contents of program profile.

It is important for employees to remember that the personal communications and social media interactions of employees may reflect on the organization, especially if employees are commenting on West Neighbourhood House business and or practices. The aforementioned guidelines apply to personal communications including various forms such as social media (Facebook, Twitter, blogs, YouTube, etc.), letters to the editor of newspapers, and personal endorsements.

Violations of these procedures will be investigated and appropriate action taken as required.