

MEDIA AND STAKEHOLDER COMMUNICATION POLICY (INCLUDING SOCIAL MEDIA)



Last Reviewed/Approved	May 2023
Next Review	March 2025
Responsible Officer	Communications Manager
Relevant Policies	IT, Internet, Email & Social Media Policy

**WEST AUSTRALIAN FOOTBALL COMMISSION INC.
ABN 51 167 923 136
("WA FOOTBALL")**

WA FOOTBALL CORE VALUES

Our People | Our Relationships | Being our Very Best | Leading our Industry

PURPOSE

This policy outlines the coordination of contact between WA Football (WAF), the media and stakeholders. It applies to all staff and the Board Members at all times – 24 hours a day, seven days a week. It is designed to ensure that in all dealings with the media or stakeholders, WAF acts in a professional, coordinated manner and that all statements made are accurate and appropriate.

For the purposes of this policy, media contact includes: providing information via media releases or statements, letters to the editor, responding to media enquiries over the phone and via email, interviews or briefings, disclosing information to the media, comments on talkback radio or social media, addressing a seminar or conference where the media are present, and media activities for events, reports, and launches. Stakeholder contact includes formal written correspondence on WAF letterhead or publicly speaking / formal address as a representative of the Board.

POLICY DETAILS

MEDIA RELATIONS STRATEGY

- All media relations activity will be undertaken with the recognition that the media play an important role in influencing public attitudes towards WAF.
- All media relations activity will aim to educate and raise awareness about WAF programs and initiatives and enhance WAF's reputation in the community.
- All proactive media contact will be aligned with WAF's vision, as outlined in the WAF Strategic Plan.

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RESPONSIBILITIES

CEO

The CEO is the official spokesperson of WAF and will coordinate contact with the media through WAF Communications Manager and/or Media Advisor. The CEO is authorised to speak directly with the media and respond to media enquiries and should inform the Communications Manager and/or Media Advisor of any contact. The CEO is authorised to communicate with stakeholders both through formal written communication and public speaking / formal addresses at events. Where necessary WAF Communications Manager will be engaged.

Chairman

The Chairman is authorised to speak directly with the media and respond to media enquiries and should inform the CEO, or Communications Manager.

The Chairman is authorised to communicate with stakeholders both through formal written communication and public speaking / formal addresses at events. The Chairman should inform the CEO of any correspondence with stakeholders.

Board Members

Board Members should not respond to unexpected media or formal stakeholder enquiries. All interviews, official comments, written correspondence should be pre-scheduled and coordinated through the Communications Manager, relevant Executive Manager or CEO.

Communications Manager

The Communications Manager will cultivate relationships with journalists, field and filter media enquiries, and conduct media monitoring. Other responsibilities include drafting or coordinating media releases and statements and arranging media interviews, media kits and background material; liaison with appropriate staff to coordinate responses to media issues and alerting senior management and Board members to sensitive or controversial media issues relevant to the organisation. In the absence of the Communications Manager, all references apply to the relevant contact appointed by the CEO.

WAF Executive Team

Members of WAF Executive Team should not respond to unexpected media enquiries. All interviews or official comments should be pre-scheduled and coordinated through the Communications Manager or Media Advisor and CEO.

Members of WAF Executive Team are authorised to formally correspond with stakeholders on matters contained within their executive portfolio and should inform the CEO.

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WAF Staff

Staff not mentioned above are not authorised to initiate media contact, respond directly to media enquiries, or formally write to stakeholders. Staff will advise their Executive Manager or the Media & Communications Specialist of likely events, announcements or issues that may attract media interest, and ensure information provided is accurate. This information is to be referred to the CEO. If staff are contacted directly by media, they will request the journalist's name, contact details, publication or program deadline (date and time), topic, and what they are requesting – for example, an attributable quote, statement, or background briefing. This information should be passed promptly to their Executive Manager or the Communications Manager and/or Media Advisor and the media representative be advised that the appropriate person will get back to them as soon as possible. No staff should be directly contacting media or speaking on behalf of the organisation without direction from the CEO, Communications Manager or Media Advisor.

Where a staff member is required to attend an event and publicly address stakeholders on behalf of the Board, approval from their Executive Manager must be obtained.

MEDIA CONTACT

- All media enquiries will be referred to the Media Advisor immediately, and calls returned as soon as possible.
- Media Advisor will determine which staff member will be the spokesperson based on their expertise and subject matter in question.
- All spokespersons will be briefed prior to interview. Journalists are to be treated respectfully and courteously by all staff at all times.
- Media responses should always be 'on the record'. They must be in line with agreed key messages on the relevant subject. They will be truthful and accurate, and not include speculation, guesswork, or personal opinion. They will not include disparaging comments about other organisations or individuals.
- In the absence of the Media Advisor, all references apply to the Communications Manager or relevant contact appointed by the CEO.
- If you are contacted by the media, alert the Communications Manager or Media Advisor or your Executive Manager.

MEDIA RELEASES

- Media releases will only be issued through the Communications Manager and/or Media Advisor.
- Board members will be provided with background information prior to any media release regarding potentially sensitive issues but must not share these to the media.
- If staff requires the release of information to the media, they will contact the Communications Manager and/or Media Advisor who will assist in drafting a media release or statement for approval by the relevant Senior Manager, Executive or CEO.

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- In the absence of the Communications Manager and/or Media Advisor, all references apply to the relevant contact appointed by the CEO.
- Unless notified, all quotes from WAF will be on behalf of the CEO.

SOCIAL MEDIA

- Social Media includes but is not limited to interactive online services such as Facebook, Instagram, YouTube, Twitter and LinkedIn.
- Announcements by WAF will be published in appropriate format on relevant social media platforms.
- Personal and professional use of social media by WAF staff must not bring the WAF or any of its brands into disrepute, compromise effectiveness at work, imply WAF endorsement of personal views or disclose, without authorisation, confidential information.
- WAF encourages the use of social media to engage existing and new audiences, and to seek and share feedback, news and program initiatives however staff should not engage in social media debate or make comments about WAF issues without the prior consent of the Communications Manager, Executive Manager or CEO.
- Personal accounts are not to refer to or utilise WAF brands or imply the endorsement of WAF at any time.

ISSUES MANAGEMENT

- All staff will report emerging issues of potential media and public sensitivity relating to the organisation to the immediate attention of the CEO and Communications Manager.
- The Communications Manager will work with the CEO and appropriate staff to develop a media response that is consistent with the organisation's message.
- WAF will maintain appropriate monitoring systems to identify or track any relevant emerging issues in the media and on social media to ensure effective and timely management.
- In the absence of the Communications Manager, all references apply to the relevant contact appointed by the CEO.

CONFIDENTIALITY

- Personal or contact details of staff, clients, spokespeople, ambassadors, or board members will not be provided to the media without prior consent.
- The release of any information will remain consistent with the organisation's HR and confidentiality policies and Code of Conduct.
- Any breach of the media policy may result in disciplinary action, up to and including termination of contract.

QUESTIONS/FURTHER INFORMATION

For further information regarding this policy please contact WAF Communications Manager.