



Communications and Media Policy Guidance

Reviewed June 2022



Affiliated to the Scottish Football Association

Definitions

Association

The Scottish Welfare Football Association

Communications

Any officially released news item, statement, publication or internal messaging for volunteers and other audiences interested in the activities of the Association.

Channel/s

The method by which an Association statement or message is provided to a particular audience.

Internal communications

Any communication, in any form, primarily intended for audiences within the Association Executive. The messages are usually communicated via the Association's CEO or Chair, social media or approved online channels.

Media

Those organisations that most people turn to for news. The mainstream television, radio and print media with regular bulletins or publication cycles, and established networks and business premises.

Communication Stakeholders

Individuals and organisations considered to have a genuine interest in Association activities and progress. They may include volunteers, former volunteers, local Associations, the community, the media, local authority agencies and business interests.

Stakeholder communications

Any communication, in any form, intended for audiences that have a genuine interest in the Association.

ANA's

Affiliated National Associations with the Scottish Football Association

Communications and Engagement

The Association's Executive Committee works for the Association across a number of different platforms. The breadth of its responsibilities means that while it provides quality advice and strategic assistance, the Executive Committee cannot always be solely responsible for the delivery of communication activities and products. It requires the assistance of volunteers across the Association to help identify opportunities in a timely manner, in order to leverage them successfully. The same applies to timely notification of issues that may affect the Association's reputation.

These notifications can be made to the CEO, Chair, ICT Officer or the Policy and Audit Officer.

Products of Communications and Engagement

- Strategic and operational communications advice;
- Reputation management initiatives and activities, including issues and crisis management;
- High-level events planning and delivery;
- Community relations initiatives;
- Communications, stakeholder and government relations advice and support to the Executive Committee and the wider Association;
- Both external and internal communications with volunteers;
- Publications;
- Photography;
- Media liaison, story placement, media training and analysis; and
- Special projects – including local association activity.

Priorities

- Promoting the Association;
- External engagement – establishing and maintaining genuine two-way engagement with key audiences including business, community and general public;
- Telling the Association story, who we are and what we stand for; and
- Integrating several key themes into communications activities.

Principles

- Championing the Association and what it stands for;
- Contributing to increased Association visibility in key markets;
- Maintaining consistency with the Association's strategic planning;

- Crafting fit-for-purpose content – relevant and well communicated; coordinated, joined up, inclusive, accurate, succinct and timely;
- Remaining customer focused, establishing relationships across a wide range of audiences;
- Cost-effective efficient use of resources;
- Focusing effort to maximise impact across multiple channels;
- Providing measureable results; and
- Where possible, using the expertise available within the Association in communications activities.

Measures

- Communication Stakeholder perception auditing;
- Media analysis;
- Survey feedback on communication tools and events;
- Third party endorsement in media or speeches;
- Attendance figures;
- Qualitative feedback; and

General

Association Letterhead

Volunteers should exercise caution when using the Association letterhead. If writing in the capacity of an individual rather than on behalf of the Association, a letterhead must not be used. If in doubt, check with Executive Committee.

Branded Templates

Approved Association branded templates must be used for all documentation and presentations.

Email

All volunteers must display appropriate email etiquette and best practice when writing emails. This is important to prevent privacy breaches or reputational issues for the Association. The following are useful resources:

All volunteers must follow the email guidelines outlined in the 2017 Articles of Association and 2017 Policy and Procedures Documentation.

Social Media

Volunteers should exercise caution when using social media. When acting in his or her individual capacity rather than on behalf of the Association, a volunteer must state that his or her 'opinions are my own' in content introductions or online profiles.

Volunteers wanting to set up online profiles on behalf of the Association must first contact the Executive Committee for advice and permission.

Internal Communications

The Association aims to enable effective internal communication by providing a range of channels and engagement opportunities. These allow the Association to disseminate and discuss important information and topics of interest. Communications provide strategic advice to support Association wide initiatives and manage operational communications on behalf of the Association. Volunteers should approach the Executive Committee for advice on the best communications approach to meet specific needs.

Methods of Communication

All-Volunteer Email

All-volunteer emails must be approved prior to distribution by the relevant Association Executive member.

Forums

Association volunteers are also invited to attend forums. At all times the message given should be that which is in the 2017 Articles of Association.

Communication with Volunteers

Communications channels used to reach the Scottish Welfare population may include e-newsletters, digital signage, social media, print and face-to-face. Those wanting to email must adhere to the 2017 Articles of Association and the Standing Orders. Those wanting to survey volunteers must adhere to guidance from the Executive Committee.

The Association and local associations have the responsibility to distribute important messages using methods that will most effectively target the relevant audience. The use of verbal communication and face-to-face interactions are encouraged, as are other channels aside from email.

Stakeholder Communications

The Association approach is to work with stakeholders as often as possible for mutual benefit. This includes regular meetings with key partners, and communications to a broad range of stakeholders. The Association meets with other ANA's regularly to update them on matters of mutual interest, and reports regular updates through various formats, most notably Twitter and Facebook.

Communicating with the Media

The Association aims to help volunteers manage and maximise the opportunities of external engagement with the media, while also helping manage the risk to themselves, and to the Association.

Volunteers are encouraged to work with the Executive Committee to promote their local Association-related achievements. Local association and affiliated clubs should refer to the

Executive Committee as their first port of call to provide additional assistance should communications or media advice be desired.

Speaking Publicly as an 'Expert'

Association volunteers are encouraged to speak to the media in their localities, giving a message consistent with that of the Association highlighted in the Articles of Association.

Official Association Comment

Official Association comment is the responsibility of the CEO or Chair. The ICT Officer and the Policy and Audit Officer are authorised to provide comment on the Association's behalf when appropriate.

Media Enquiries

When the media request information from the Association, the CEO or Chair will manage the response. Any volunteers who are contacted directly by the media for comment should inform the CEO or Chair.

Urgent assistance from other parts of the Association is often needed in order to respond to media enquiries. Officers are asked to respond with urgency to requests for such assistance. This will help reflect well on the Association.

News Releases

All Association news releases must be referred to the executive Committee for review prior to release and for consideration for posting on Twitter, Facebook and the section of the Association website.

Proactive media releases will be assessed for release against the following criteria:

- Does the release tell a good Association story?
- Can it be told simply?
- Is it timely, useful and relevant to the media?
- Does it promote Welfare values?
- Will the media release potentially assist in helping the Association's goal of increased participation?

Distribution of News Releases

News releases may be distributed to several media outlets or to a tailored list, determined on a case-by-case basis. Some media opportunities may be offered to solitary media organisations, also on a case-by-case basis, but without damaging the Association overall positive relationship with media due to perceived favouritism.

From time to time, holding statements for specific issues may be prepared for release if comment is likely to be sought from the Association. These responses may be released proactively or reactively.

Issues Management

From time-to-time, issues can arise that require a response to be coordinated from across the Association. An example may be a serious issue potentially impacting on volunteers' health and wellbeing.

In these cases, a group will be established to manage and respond to the issue, including the communications for it. This often involves the appointment of an Association spokesperson for that issue. The CEO will lead the communications component, which will include informing Association volunteers about the situation, what is being done to resolve it and when it is resolved.

A key success factor in such instances is quick notification to the Executive Committee that a serious issue exists, with as many details as possible. This allows the appropriate communications actions to proceed. Timely notification is **vital**.

This notification should be made through the CEO or the Chair. If this is not possible, it is imperative to contact a member of the Executive Committee.

This Policy was reviewed on 5th June 2022 and will be reviewed again on the 5 June 2023.



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