



# Family Nursing & Home Care

## **Standard Operating Procedures Communications**

July 2024

## Document Profile

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## Version Control

Date	Version	Summary of changes made
July 2024	1	New SOPs

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## **Introduction**

These Standard Operating Procedures (SOPs) have been introduced to complement the FNHC Communications Policy and ensure staff are adequately prepared and briefed for media enquiries. It also covers the organisation's management and use of its social media platforms to ensure that consistent content is published across all Family Nursing & Home Care (FNHC) media channels. These procedures also include guidance related to press releases and photography and videography, including consent and storage of relevant image files.

## SOP 1 Media Engagement

### **Purpose**

The purpose of this SOP is to ensure that FNHC are proactive in providing media (press) releases and staff respond to any media enquiries in a timely, efficient, consistent and transparent manner.

### **Scope**

This SOP applies to all employees of FNHC, including temporary staff and volunteers

### **Core Requirements/Procedure**

#### Press releases

Press releases to the local media are a tried and trusted way to get information to many Islanders and are likely to be well used by media, especially if the offer of a spokesperson/interviewing opportunity is included.

The Communications Adviser will be responsible for created and circulating press releases (using a press release template) and these will be reviewed and approved by the CEO prior to circulation.

Copies of all press releases will be kept for a period of 7 years, as per the FNHC records retention policy.

#### Media enquiries/requests for comment

If an employee receives a request for comment or interview from the media, they should:

- thank the media for their enquiry
- convey an intention to respond shortly, after liaising with the relevant people
- establish whether there is a deadline for responding, to aid in response planning

The employee should then email a copy of the media enquiry or questions posed by the media, plus their responses to the following (where appropriate):

- Should comment be provided in response to this request?
- Their perspectives on the question, and what points should be included in the response?
- Attach any relevant documents or prior correspondence
- Provide contact details, including a phone number

The email should be sent to the Chief Executive Officer (CEO) and Communications Adviser, with the employee copying in their line manager.

Upon receipt of the email, the request will be reviewed by one/all of the above and further information may be requested. A response to the media will be drafted and agreed upon and the employee will receive a copy of this.

### Invitations to media interviews

FNHC is at the very heart of our community and plays a vital role in the provision of community care in Jersey. When the media has a story to tell that relates to FNHC or the wider care agenda, it is appropriate for them to extend an invitation to provide commentary and share our perspectives.

If an employee is invited to a media interview, especially following a call from a media representative, they should take the following action:

- Express gratitude to the person offering the opportunity and convey an intention to respond shortly, once you have liaised with relevant individuals
- Inquire about any deadlines, to help gauge the urgency for a response
- Politely refrain from participating in an interview until the necessary permissions are obtained

A similar process is to be followed as when presented with an opportunity to comment:

- Confirm willingness to partake in the interview
- Share perspectives on the question and any relevant points for inclusion in the response with the CEO and Communications Adviser (bullet points will suffice)
- Attach any pertinent documents or prior correspondence to the email
- Specify the most suitable contact number and time for discussing the enquiry

The email should be sent to the Chief Executive Officer, (CEO) and Communications Adviser, with the employee copying in their line manager.

On receipt of the interview request, a review of the request and supporting information will be conducted. If additional information is required, the employee will be contacted. The best course of action will be agreed, and the employee's involvement will be sustained throughout the decision-making process.

### Invitations to speak at events

FNHC colleagues play a central and key role in the local community and are often best placed to support and provide guidance and expertise at local community events.

If a member of staff is invited to speak at a local event, they must ask if the media will be in attendance. Subsequently, an email should be sent to the CEO and Communications Adviser, (copying in their line manager) the date, time and purpose of the event, plus the host and the names and organisations of any other speakers. Also, to indicate whether there will be a requirement for them to engage with the media.

The Communications Adviser can assist and support by sharing the event details on FNHC's communications channels. Additionally, the Communications Adviser can provide briefing notes to aid understanding of FNHC's key priorities and events, in support of preparations.

Staff can be provided with a briefing document to support them in understanding FNHC key priorities and events, which may be useful in preparation.

Professional media training and coaching can be made available to FNHC colleagues, upon request to the Communications Adviser

## SOP 2 Social Media

### **Purpose**

The purpose of this SOP is to ensure that FNHC publish consistent social media content across all channels, reflective of the FNHC tone of voice and key messaging, aligned to FNHC's audience communication preferences and behaviours

### **Scope**

This SOP applies to employees of FNHC who have been granted administrative access to the FNHC social media accounts

### **Core Requirements/Procedure**

#### Key Principles

FNHC's official social media accounts may be used for many different purposes. In general, authorised employees should only post updates, messages or otherwise use these accounts when that use is clearly in line with FNHC's overall objectives. Therefore, FNHC social media accounts may be used to:

- Share blog posts, articles and other content created by FNHC.
- Share insightful articles, videos, media and other content relevant to the organisation, but created by others.
- Provide followers with an insight into what goes on at FNHC and promote its services.
- Promote fundraising events and other initiatives.

FNHC social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring the organisation into disrepute.

#### Access to Social Media Platforms

The Communications Adviser and Head of Fundraising will have administrative access to all the social media platforms where FNHC has an account.

#### Social Media Content and Schedule

All social media content will be overseen by the Communications Adviser. They (or Head of Fundraising) will be responsible for publishing social media content at the times identified in the overall communications schedule and/or in collaboration with the Head of Fundraising or any other relevant FNHC department.

A consistent 'tone of voice' will be maintained across all content so that all posts appear to come from FNHC - this helps to maintain engagement with FNHC's audience.



Before posting content, the 'following status' of any brands/businesses/organisations intended for tagging will be verified, to facilitate easy identification and tagging in FNHC's posts. Each post should have clear message and 'call to action' so that the audience knows what is being asked of them.

Posts can be 'boosted' (for a fee) in order to reach a wider audience, receive more reactions, shares and comments. Discussion with relevant departments will need to take place prior to any 'boosting', to agree rationale, budget and time frame.

Social media platform analytics will be monitored on an ongoing basis and data can be used to provide evidence of user engagement, reach etc.

### Social Media Engagement

On behalf of FNHC, the Communications Adviser will be responsible for the monitoring of and responding to social media engagement in the following ways:

- If people provide positive commentary on FNHC posts FNHC will "like" their comments.
- If someone asks a question on the post which relates to a public event or publicly available information FNHC will respond appropriately.
- If someone asks a question relating to an individual employed by or cared for by FNHC the following response will be given: *"We are unable to respond publicly to questions relating to personal circumstances so please send us a direct message with your email address and one of our team will respond to you shortly."* Once a direct message is received from them, this will be handled following the media enquiry process.
- If an enquiry is received from the media via social posts, this will be handled following the media enquiry process.
- Responding to individuals who are stating that they will share a FNHC post, by asking them to tag the FNHC account in their post, and acknowledge their intention in a comment.

## SOP 3 Photographic and Video Images

### **Purpose**

The purpose of this SOP is to ensure that photographs and video images are managed and used appropriately and safely

### **Scope**

This SOP applies to all employees of FNHC, including temporary staff and volunteers

### **Core Requirements/Procedure**

External photographers/FNHC volunteers may be contracted by FNHC to cover specific events/projects and will sign a photography agreement. This will include details of the event/project, the expected style and format of images and the process for delivery of images to FNHC. All photos taken for FNHC by the photographer will be the sole property of FNHC. The photographer will not have the right to redistribute images for other commercial purposes.

As a minimum, verbal consent will be obtained before any images are captured and/or published. Where possible, written consent will be obtained using the photography consent form ([appendix 1](#)). Staff will be expected to inform the Communications Adviser and HR if they do not wish for their image to be used.

Images may be used across any of FNHC's social media platforms and website. Images used will align with the values and ethos of the organisation, and be used in a professional manner to effectively promote FNHC's services and fundraising events.

Images will be stored electronically in a specific location in the Fundraising & Communications folder on the L: drive and therefore their access and use will be limited to Fundraising and Communications staff.

## References

Age UK (2019) *Exeter Social Media Policy*. Available at [pol1---policy---social-media-policy.docx \(live.com\)](#) Last accessed 21.02.2024

Charity Comms (2017) *Social Media Policy Template*. Available at [Social media policy template | CharityComms](#). Last accessed 21.02.2024

## Appendix 1 Photography and Video Consent Form

### PHOTOGRAPHY AND VIDEO CONSENT FORM

Family Nursing & Home Care (FNHC) is a Jersey charity. We raise money through donations, fundraising activities and legacies and we are contracted by the Government of Jersey for the provision of services. Our ethos is to help islanders start well, live well and age well.

By allowing us to use your contribution you are helping to let others know the importance of the charity's work. Your photo/s may be shown in magazines, newspapers, and other printed and online material. This includes the Internet, on social media i.e. Facebook, Twitter, Instagram, LinkedIn; on television, and in any other promotional materials.

We will take measures to remove any identifiable information and will not use your name in any publication unless you provide your permission. Your contributions are stored securely and may be re-used multiple times by FNHC.

Please complete the form below. Thank you for consenting to us taking your photograph and/or video.

#### Personal Details

First name	
Surname	
Email address	
Phone number	
I am an adult aged 18 or over	Yes/No
I am filling in this form on behalf of a child under the age of 18 and I am the parent or legal guardian	Yes/No
If you are filling in this form for yourself <u>and</u> on behalf of someone under the age of 18, please submit a separate form for each individual.	
Would you like to be kept informed via email about any future FNHC events/projects?	Yes/No

#### Details of Event/Project shoot location if known eg own home, school/nursery, FNHC premises, outside location

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### Your Permissions

a) I hereby authorise the right and permission to copyright and/or publish, reproduce or otherwise use my name and likeness in video, photographs and audio-visual recordings.

b) I give permission for FNHC to distribute my contributions via the following channels:

Television / Radio / Social Media / Website / Digital materials / Printed materials

(Please delete any that you **do not** give permission for)

<b>Signature</b>	
<b>Full name</b>	
<b>Date</b>	

### Data Protection Privacy Notice

This notice explains what personal data (information) we may hold about you, how we collect it, and how we use and may share information about you. We are required to notify you of this information under data protection legislation. Please ensure that you read this notice (sometimes referred to as a 'privacy notice' or 'privacy policy') (the 'Notice') and any other similar notice we may provide to you from time to time when we collect or process personal information about you. This Notice also explains what your rights are in relation to any personal data about you that is processed by us.

Further details are available by clicking on this link:

[Privacy Policy | Family Nursing & Home Care \(fnhc.org.je\)](https://fnhc.org.je/Privacy-Policy)