

Last updated: 6 April 2016

### Christ Church Students' Union Media Communications Protocols

- The following protocols are designed to help support employees and Officers of Christ Church Students' Union when delivering communications or dealing with the media.
- Communications can be taken out of context, misrepresented or possibly inadvertently break media law. By staff and Officers following the protocols and working together, these risks can be minimised.

Please go through this checklist before posting or sending communications out; Think Twice, Publish Once.

- Does it involve other people? Have they also approved the communication?
- What are the reputational consequences? Could it affect someone's/the Union/the University's reputation?
- Is it inclusive? Could it be perceived as offensive?
- Could it defame someone (libel & slander)? (See the definition of Media Law in the [CCSU Social Media Guidelines](#))
- Could it incur negative responses from students/public/press? How can it be reworded?
- Have you had the material (email, video, print or comms plan etc) checked and signed off as per the protocols below?

Media Opportunity	Process	Other issues
<b>Press release</b>	<ul style="list-style-type: none"> <li>● Press releases written on operational issues to be signed-off by Managing Director and SU President, and sent to Trustees for information.</li> <li>● Press releases written on activities, sports or welfare issues to be signed-off by relevant President and Managing Director, and SU President and sent to Trustees/Company Secretary for information.</li> <li>● All press releases to be sent to all staff and Sabbs for information. Copied to University Media Office where appropriate and relevant.</li> </ul>	<ul style="list-style-type: none"> <li>● Alternative sign-off process is as follows.</li> <li>● In lieu of the MD any two CCSU SMT staff can sign off releases.</li> <li>● In lieu of the SU President two Presidents can sign off.</li> </ul>
<b>Media statement</b>	<ul style="list-style-type: none"> <li>● All requests for media statements on passed onto Communications &amp; Development Manager ASAP.</li> <li>● Do not give comment without talking to Communications &amp; Development Manager or MD first.</li> <li>● Statements on operational or reputational issues to be written by Communications &amp; Development Manager and signed-off by Managing Director, SU President and if needed relevant President. Depending on</li> </ul>	<ul style="list-style-type: none"> <li>● Alternative sign-off process is as follows.</li> <li>● In lieu of the MD any two CCSU SMT staff can sign off media statements.</li> <li>● In lieu of the SU President two Presidents can sign off.</li> </ul>

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	<p>the severity of the issue Trustees may need to be consulted before issuing to the media.</p> <ul style="list-style-type: none"> <li>• Statements on issues that fall under President areas to be written by relevant President and signed-off by them, SU President and Managing Director.</li> <li>• All statements to be sent Trustees/Company Secretary and all other staff for information when issuing to the media. Copied to University Media Office where appropriate and relevant.</li> </ul>	
<b>Video creation</b>	<ul style="list-style-type: none"> <li>• Scripts to be seen and approved by Communications &amp; Development Manager or MD <b>prior to production</b></li> <li>• Write a <a href="#">Creative Brief</a> to plan the video out, as well as <a href="#">Communications Plan</a> to plan how you intend to communicate it</li> <li>• If you require help making the video please check with the Communications &amp; Development Manager, ideally with two week's notice</li> </ul>	<ul style="list-style-type: none"> <li>• In lieu of the Communications &amp; Development Manager the Managing Director will advise/lead</li> </ul>
<b>Interview request</b>	<ul style="list-style-type: none"> <li>• Inform the Communications &amp; Development Manager of any interview request including CCCU student journalists <b>prior to taking part</b> to:- <ul style="list-style-type: none"> <li>o Help you prepare for the interview</li> <li>o Identify any potential tricky questions</li> <li>o Enable logging and tracking of the request</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• If Communications &amp; Development Manager isn't available speak with Managing Director.</li> <li>• Permission must be sought from Elinor if filming in Lounge/cafe.</li> <li>• Communications &amp; Development Manager/Graduate Comms Intern to log all requests in <a href="#">CCSU Media Requests &amp; Passes</a></li> </ul>
<b>Filming Request</b>	<ul style="list-style-type: none"> <li>• Inform the Communications &amp; Development Dept. of any filming request (inc. those from from CCCU students or university depts) <b>prior to the event</b>, to:- <ul style="list-style-type: none"> <li>o Check the space is available</li> <li>o Identify enable logging and tracking of the request as well as to</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• If Communications &amp; Development Manager isn't available speak with Managing Director.</li> <li>• Permission must be sought from Elinor if filming in Lounge/cafe.</li> </ul>

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	<p>help identify any areas of potential risk.</p> <ul style="list-style-type: none"> <li>● Seek permission from Elion General Manager if filming in Lounge/Cafe</li> </ul>	<ul style="list-style-type: none"> <li>● Communications &amp; Development Dept. to log all requests in <a href="#">CCSU Media Requests &amp; Passes</a></li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>● Digital &amp; Comms Co-ordinator to monitor and maintain all official CCSU social media platforms and make Communications &amp; Development Manager aware of any reputational issues.</li> <li>● Service specific social media channels to be administered by appropriate service staff and managers, with support and training from Communications &amp; Development Dept. Services will have admin permissions to edit and upload appropriate content e.g. events, photo's following <a href="#">CCSU Social Media Guidelines</a>.</li> </ul>	<ul style="list-style-type: none"> <li>● If the Digital &amp; Comms Co-ordinator is unavailable, support will be provided by the Communications &amp; Development Manager or suitable nominated person.</li> </ul>
<b>Crisis Management</b>	<ul style="list-style-type: none"> <li>● Information on major/critical incidents to be relayed to the SU President, Managing Director and Communications &amp; Development Manager ASAP.</li> <li>● Do not respond to any information or messages without consulting with the above people.</li> <li>● Deputy Chair of Trustees and/or Company Secretary to be included in communications.</li> <li>● All public statements to be signed-off by the SU President, Managing Director and Deputy Chair/Company Secretary depending on severity of issue.</li> <li>● All staff and sabbatical officers to be kept updated of information and public messages.</li> </ul>	<ul style="list-style-type: none"> <li>● <b><i>A crisis Communications plan is in development</i></b></li> <li>● All out of hours contact numbers to be made available to relevant staff and Sabbs. (See CCSU communications tree below)</li> </ul>

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### CCSU Communications Tree

