

## **PUBLICITY AND MEDIA RELATIONS POLICY**

### **COMMUNICATIONS TEAM PERSPECTIVE**

- (i) When was the policy last reviewed?
- In late 2018 a number of instances where publicity was generated occurred whereby inclusion/non-inclusion of ward members was contested
  - It was found that no such guidance existed to aid officers and members in best practice
  - The current Media Relation and Publicity Management Protocol was developed by the communications and marketing function with support from democratic services
- (ii) What were the perceived shortfalls in 2019 arrangements.
- Too prescriptive in many ways
  - Not clear as to when and how to involve ward members
  - Did not codify a robust complaint triaging process
- (iii) Current Media applications within scope (Facebook, website etc)
- Being specific about channels and platforms in scope would be too specific and almost inevitable become outdated as new channels and platforms come to market or become accessible (such as direct emails, text messaging, tiktok, snapchat, community newsletters (e.g Crowle and Ealand Arrow)
  - The central marketing and communications team utilise all the available channels and platforms as appropriate to the target audiences, Snapchat as an example to target younger people
  - Its more appropriate to think of this as being applicable to the legal definition of publicity referenced in section 1.1: "The policy applies to all officers and elected members when delivering any communication, in whatever form, addressed to the public at large or to a section of the public." ergo the policy is agnostic as to channel or platforms utilised as the method of communication.
- (iv) Member access and participation in media arrangements, currently.
- We already adhere to principles and guidance within the protocol and all publicity matters adhere to the guidance through the Local Authority Code of Recommended Practice.
- (v) Arrangements for consideration of Member concerns and queries, currently.
- First point of call is complaint to chief executive or as standards matter currently - immediately formally raising matters.