

Good Practice Guidance On PR And Media Communications

Introduction

1. This good practice guide was originally approved at the AGM held on 25 April 2017. This version includes minor updates and was approved by Club Council on 8 October 2024.
2. The aim of the guidance is to help members identify the PR and media support they require for their initiatives and events. It also seeks to ensure that:
 - a. All communications about Club activities and events are presented consistently and meet the values and behaviours that the Club seeks to uphold.
 - b. All communication, across channels, complement each other and, where appropriate, are synchronised.
 - c. Facebook and Twitter are recognised as outward reaching tools and used to direct followers and interested parties back to the club's websites which by nature are passive but contain the detail of club activities and initiatives.

Roles

3. The role of Web Manager is to run the club's websites for the benefit of the club and the Members. The role of the PR and Media Manager is to provide a conduit between the club and the press and radio. By implication the Web Manager, PR and Media Manager and initiative and event organisers have specific responsibilities.
4. The **Web Manager** is responsible for:
 - a. Providing a web-based communications platform for the club including activities, policies and procedures.
 - b. Ensuring the web content is consistent, up to date, and meets the editorial policy of the club.
 - c. Approving third party posts.
 - d. Assisting the leaders of initiative and events to deliver the online aspects of their projects including developing, where appropriate, special web features.
 - e. Assisting the club to publicise club activities on the web and via social media.
5. The **PR and Media Manager** is responsible for:



- a. Providing the club with a point of contact with the press and media.
 - b. Preparing press releases for approval by the initiative / event organiser from the draft copy provided by the organiser.
 - c. Ensuring that the content of press releases is consistent and meets the editorial policy of the club.
 - d. Placing press releases in the appropriate media.
 - e. Arranging and facilitating PR interviews.
6. **Initiative / Event Organisers** are responsible for:
- a. Arranging for photos to be taken. (see section on photos)
 - b. Providing timely post event feedback, including photos, and outputs for press releases and web posts.
 - c. Providing the required information for the preparation of press notices and web posts.
 - d. Checking the accuracy and content of press notices and web posts subsequently prepared prior to their release.
 - e. Giving timely notice of the communications required for their project including launch dates.

Editorial Guidelines

7. Behind these roles lie a number of policy rules which have been adopted to guide content. These guidelines have been designed to support the values and behaviours that the club wishes to exhibit and include:
- a. Where possible use Club email address e.g. info@ludlowrotaryclub.org.uk rather than members private contact details.
 - b. The overall net sum distributed by the club will be published each year as soon as possible after the accounting year.
 - c. When a fundraising event is held for specific beneficiaries, the net sum collected will be quoted.
 - d. Not to promote the commercial interests of members or third parties.
 - e. Not to use images of people, particularly children, without permission.
 - f. Actively demonstrate the following themes:
 - i. Diversity of membership.
 - ii. How the Club supports the community, including support for young people.
 - iii. How activities of the Club make a difference in the community.
 - iv. Ensure the financial and grant giving activities of the Club are transparent.
 - v. Demonstrate the social and fun side of Club activities.
 - vi. Inform potential members about what is involved with being a member and the potential benefits to be gained.



Peoples Fundraising Account

8. The club's Peoples Fundraising account normally operates on a generic format. Specific events can be added on request to the web manager with personalised automated thank-you email replies.

Preparation of Copy

9. Draft copy should be provided by the event manager in bullet point format covering the who, what, when, where, how, why, and where appropriate how much. The PR and Web Managers will then develop the information provided into a report for approval by the initiative / event organiser to approve in terms of accuracy and content. It is suggested a similar process is adopted for advertisements, flyers, posters and signage.

Photos

10. On the club website there is a list of members who have volunteered to take photos at club events. The list includes contact details and the volunteers' view on their level of competence. It is recommended that the event organiser should nominate at least two members as the photographers for an event requiring photographs. The photographs forwarded for use on the web or in press releases should also contain details of the people in the photograph.

Paid for advertising

11. In circumstances where an event organiser considers it would be beneficial to place some paid-for advertising, the agreement of Club Council must be sought in advance, if necessary by email. The club's usual policy is not to resort to paid advertising in newspapers or other publications, except where doing so is thought not to result in the loss of future free coverage of events. Donations towards the costs involved which are to be regarded as anonymous may only be accepted with the agreement of the President and Treasurer who will satisfy themselves in advance that the donor meets Rotary's ethical standards.



Editorial Oversight

12. The PR Group exists to take an occasional overview of all communications (including published material, PR, Media, the website and associated electronic media) to ensure communications, irrespective of channel, are fit for purpose and meet the evolving needs of the club.

| Policy review | | |
|---------------------------|-------------------------|-----------------|
| Reviewed by | Council Position | Date |
| Barry Forrester | Officer | 22 October 2024 |
| Paul Serrell-Cooke | Secretary | 22 October 2024 |
| Next review due by | | October 2027 |

