

Media Policy – Diocese of Guildford

Updated April 2020

Specifically, for employees of the Diocesan Board of Finance (DBF) and representatives for the Bishop's leadership team.

Our approach

The Diocese of Guildford strives to engage with journalists on social media, online, for broadsheet and broadcast media. We develop relationships; provide information and share our point of view; highlighting good news stories from across our Diocese and welcoming calls.

These interactions present opportunities to inform and share afresh the love and saving power of Jesus Christ, both being good news and proclaiming good news to viewers, listeners and readers.

By engaging with the media, we strive to build trust, transparency and shine a light on the work of our churches, chaplaincies, schools and communities in our Diocese.

Our policy

The Diocese of Guildford's Communications Team should initially manage all contact with journalists. This policy ensures that we are consistent in what we say and that we speak with one voice to the public.

How to handle an incoming media call, email or social media approach from a journalist: If you receive a call from a journalist, you do not need to respond to their questions, even if you may be the subject matter expert. Simply ask for their contact details and deadline and explain that the enquiry will be referred to the Communications Team who will respond as soon as possible. See process guide for Church House Guildford

The Diocesan Communications Team will assess and investigate the validity of the enquiry first and then this could lead to several possible actions – calling the journalist to find out more detail, internal investigations and fact-finding, the development of a simple statement or agreement on how the Diocese will engage on this subject if an interview is more appropriate.

If you have an idea for a story for media: talk with the Diocesan Communication Team to agree best approach and appropriate timing before contacting the media.

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Confidential, Internal Policy Document

This policy sits alongside the Diocesan Social Media policy and within the Electronic Communications Policy.

If you are asked to participate in an event where media may be present: talk with the Diocesan Communication Team and agree what support, you need. This could include research into those attending, talking points on key issues or training to handle difficult questions.

News releases: The Communications Team will prepare news releases or reactive statements, in collaboration with subject matter experts and the Leadership Team. If you have newsworthy stories, contact the Communications team at least a week in advance so that the story is developed, appropriate approvals sought, and we can send to the media outlet before their print and online deadlines.

News releases that mention the Diocese of Guildford but are prepared by third parties need approval from the Diocese. If a member of the Leadership Team is quoted within the story, the Communications team will also seek their approval before the news is issued.

What to do if members of the media show up at the office, without prior notice: Please involve the Communications Team, you are not expected to manage this. The team will make sure employees are informed and know what to do, that a response is developed with Leadership and the journalists are safely established in a separate meeting room.

Social media: Today, many interactions with traditional media (newspapers, magazines, radio, and broadcast television) lead to coverage in social media (Twitter, Facebook, YouTube, etc.). The reverse is true, too: stories now start on social media and lead to coverage in traditional media. Please be aware of the [Diocese of Guildford's social media policy](#) – this policy will help you to use these tools successfully but also to manage the risks safely.