

Media Communications Guidelines For Board and Management of Charities

A collaboration between the Charities Unit and NVPC



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These content headings provide an organised structure for your Media Communications Guidelines, making it easy for the Board and Management of charities to navigate and reference the various aspects of media communication best practices.



Media Communications Guidelines for Board and Management of Charities

Effective media communication is essential for charities to convey their mission, engage with stakeholders, and garner support. These guidelines aim to provide the Board and Management of charities with a framework for strategic and ethical media communications. Successful media engagement can enhance reputation, increase donor trust, build positive relations with the media, and further the organisation's goals.



1

Clarity and Consistency

- Clearly define and articulate the charity's purpose or charitable objects, mission, vision, and values. Ensure that all media communications align with these core elements.



Purpose



Mission



Vision



Values

- Maintain consistency in messaging across all media platforms to avoid confusion and maintain a unified brand identity.
- Put all media communications to the test of your Purpose, Mission, Vision, and Values so that deep organisational conviction can be built.



2

Designated Spokesperson



- Appoint a designated spokesperson who is knowledgeable about the organisation and its initiatives. This individual should have media training if possible.
- Always consider if the situation requires handling by the official spokesperson or the CEO/ED or even the Chairman. Strategic choice-making is necessary.
- Ensure that the spokesperson is available and accessible to the media when needed.

3

Media Training



Image by Freepik



- Invest in media training for key members of the Board and Management to effectively communicate with the press, stay on message, and handle challenging questions.
- Apply the methods learned from the training in day-to-day activities related to communications as practice builds confidence.

4

Transparency and Accuracy



- Always provide accurate and truthful information to the media and the public. Misleading or false information can damage the charity's reputation.
- Choose easily understood words to enhance the transparency and only use concepts when necessary.
- Be transparent about the charity's activities, finances, and impact, while respecting the privacy of beneficiaries and donors.

5

Media Relations



- Develop and maintain positive relationships with media outlets and journalists who cover topics related to your charity's mission.
- Respond promptly to media inquiries and requests for interviews, ensuring that the designated spokesperson is prepared.
- Consider a regular or at least an annual media engagement platform where you are able to share with them your work plans so that understanding can be achieved.

6

Crisis Communication Plan



- Develop a crisis communication plan to address potential issues or controversies. Ensure that the Board and Management are aware of the plan and their roles during a crisis.
- Design scenarios to test this crisis communication plan and always keep the plan updated to changing circumstances.

7

Social Media and Digital Presence



- Manage social media accounts professionally, focusing on meaningful engagement with followers, donors, and supporters.
- Monitor online discussions and respond appropriately to comments and messages.



8

Content Creation



- Create compelling and shareable content, including stories, videos, and graphics, to showcase the charity's impact.
- Highlight the achievements and contributions of beneficiaries and volunteers.



9

Respect Privacy



- Respect the privacy and dignity of beneficiaries, donors, and volunteers. Obtain consent when sharing personal stories or images.
- Establish guidelines and procedures with regard to all things on privacy so that everyone in the organisation is aware.

10

Ethical Fundraising



- Clearly communicate how donated funds will be used and provide periodic updates on the progress of projects or programmes.
- Undertake due diligence of partner/s when it comes to collaborative fundraising to ensure all fund flows are legitimate and consider how this is communicated.
- Avoid using emotional manipulation or guilt in fundraising appeals.

11

Review and Evaluation

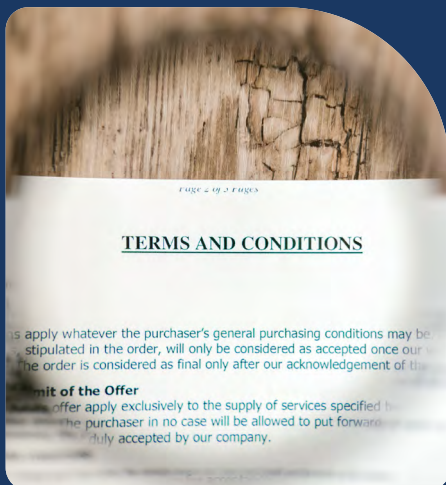


- Regularly assess the effectiveness of media communications strategies and adjust as needed.
- Analyse media coverage to gauge public perception and identify areas for improvement.



12

Legal Compliance



- Ensure compliance with all relevant laws and regulations, including those related to fundraising, charity status, and privacy.



13

Board's Role in Communications



- Provide oversight and approval of directions in communications strategy and resourcing.
- Engage in public and community networking and collaborations in support of the charity sector.

14

Management's Role in Communications



- Monitor effectiveness of communications outcomes and prepare regular update reports for the Board's review and advice.

15

Continuous Learning



- Encourage ongoing learning and professional development in media communication practices for the charity's team members.
- Encourage case study discussions when an incident occurs in the marketplace so that learning is kept up-to-date.



By following these Media Communications Guidelines, the Board and Management of charities can enhance their organisation's reputation, engage effectively with stakeholders, and achieve their mission more successfully. Effective media communication is a valuable tool in advancing the goals of any charitable organisation.

Appendix of Resources



Media Communications Guidelines for Charities

Effective media communication is essential for charities to raise awareness, engage donors, and advance their missions. To ensure consistent and impactful communication, charities should establish clear guidelines for media interactions. Here are comprehensive media communications guidelines for charities:



1 Define Your Media Objectives:

- Identify your charity's specific media communication goals, such as raising awareness, generating support, or promoting events.
- Ensure that media objectives align with your charity's objects, mission, and strategic priorities.

2 Designate a Spokesperson:

- Appoint a dedicated media spokesperson with knowledge of your charity's objects, mission, programmes, and impact.
- Ensure the spokesperson is media-trained and capable of delivering key messages effectively.

3 Develop Key Messages:

- Create clear, concise, and compelling key messages that convey your charity's objects, mission, impact, and goals.
- Tailor messages to different media outlets and audience demographics.

4 Media Engagement Protocol:

- Establish a protocol for engaging with the media, including media inquiry handling and interview requests.
- Designate a contact person for media inquiries and ensure their availability.

5 Media Training:

- Provide comprehensive media training to your spokesperson and relevant staff.
- Cover media engagement protocols, interview techniques, message delivery, and crisis communication strategies.

6 Approval Process:

- Define the process for approving media communications, ensuring consistency and alignment with organisational goals.
- Establish guidelines for social media and online content approval.

7 Consistent Messaging:

- Ensure that all media communications align with your charity's key messages and core values.
- Maintain consistency in tone, language, and branding across all media channels.

8 Brand Guidelines:

- Develop and adhere to brand guidelines that govern the use of logos, visuals, and other branding elements in media communications.
- Ensure consistency in brand representation.

9 Crisis Communication Plan:

- Develop a crisis communication plan that outlines procedures for addressing negative media attention, controversies, or crisis.
- Define roles and responsibilities during a crisis and designate a crisis spokesperson.

10 Media Monitoring:

- Regularly monitor media coverage related to your charity and its areas of interest.
- Utilise media monitoring tools to track mentions, sentiment, and emerging trends.

11 Social Media Guidelines:

- Establish guidelines for social media usage, including content tone, response to comments, and frequency of posting.
- Promote transparency and authenticity in social media interactions.

12 Social Media Policy:

- Develop a social media policy that outlines acceptable and unacceptable social media practices for staff, volunteers, and stakeholders.
- Address issues such as privacy, personal accounts, and conflicts of interest.

13 Evaluation Metrics:

- Establish metrics for evaluating the effectiveness of media communications, such as media reach, engagement, and impact on fundraising or support.

14 Regular Reporting and Analysis:

- Regularly review and analyse media data to identify areas for improvement. Adjust media strategies based on insights and performance metrics.

15 Training and Resources:

- Provide ongoing training and resources for staff and volunteers involved in media communications. Stay informed about media trends and best practices through continuous learning.

16 Collaboration with Media Professionals:

- Foster positive relationships with journalists, reporters, and influencers who cover topics relevant to your charity's mission.
- Collaborate with media professionals to enhance media opportunities and ensure accurate and balanced coverage.

By following these media communications guidelines, charities can enhance their ability to effectively engage with the media, convey their mission and impact, and build positive relationships with stakeholders. Consistent, strategic media communication plays a crucial role in advancing a charity's cause and achieving its goals.



Media Engagement Protocol for Charities



Effective engagement with the media is crucial for charities to convey their messages, raise awareness, and garner support for their missions. This Media Engagement Protocol outlines the key steps and best practices for engaging the media.

1 Designate a Media Contact:

- Identify a designated media contact within your charity who will be responsible for managing media inquiries, interviews, and outreach.

2 Media Inquiry Handling:

- Promptly respond to media inquiries. Acknowledge receipt of inquiries even if a full response will take some time.
- Determine the nature of the inquiry and assess whether it aligns with your charity's messaging and objectives.
- If the inquiry involves sensitive or potentially controversial issues, consult with the media spokesperson and communications team before responding.

3 Media Training:

- Ensure that your media contact and spokesperson have received comprehensive media training.
- Training should cover interview techniques, message delivery, crisis communication strategies, and media engagement etiquette.

4 Message Consistency:

- Maintain consistent messaging across all media interactions. Ensure alignment with your charity's mission and goals.
- Use approved key messages and talking points in media communications.

5 Interview Preparation:

- Prepare thoroughly for media interviews. Review relevant background information, key messages, and potential questions.
- Anticipate challenging or sensitive questions and formulate responses in advance.
- Familiarise yourself with the interviewer's style and the media outlet's focus.

6 Spokesperson Availability:

- Ensure that the designated media spokesperson is available and accessible for media interviews and inquiries.
- Coordinate with the spokesperson's schedule to accommodate media requests promptly.

7 Establish Media Relationships:

- Cultivate positive relationships with journalists, reporters, and media outlets that cover topics related to your charity's mission.
- Regularly engage with media professionals and provide them with valuable insights and stories.

8 Monitor Media Coverage:

- Continuously monitor media coverage related to your charity's work and issues relevant to your mission.
- Use media monitoring tools to track mentions, sentiment, and emerging trends.

9 Media Materials:

- Prepare and maintain a media kit with essential materials such as press releases, fact sheets, high-resolution images, and videos.
- Make these materials easily accessible to media contacts through your charity's website or a designated portal.

10 Crisis Communication Plan:

- Have a well-defined crisis communication plan in place. Designate a crisis spokesperson and establish communication protocols for crisis situations.
- Be prepared to respond swiftly and accurately to mitigate potential damage to your charity's reputation.

11 Media Outreach:

- Proactively reach out to media outlets with story pitches and press releases related to your charity's events, initiatives, and success stories.
- Tailor your pitches to the interests of specific journalists or media outlets.

12 Follow-Up and Thank-You:

- After media engagements, follow up with journalists to provide any additional information they may need.
- Send thank-you notes or emails to journalists who have covered your charity, expressing appreciation for their support.

13 Data and Analytics:

- Use data and analytics to evaluate the impact of media engagements. Measure reach, engagement, and the effectiveness of media coverage in achieving your charity's objectives.

14 Document and Review:

- Maintain records of media engagements, including interview transcripts, articles, and media coverage.
- Conduct periodic reviews of media engagement strategies to identify areas for improvement.

By following this Media Engagement Protocol, charities can build strong relationships with the media, effectively convey their messages, and enhance their visibility and impact in support of their missions.



Crisis Communications Guidelines for Charities

Effective crisis communication is essential for charities to manage unexpected challenges and protect their reputation while maintaining transparency and trust with stakeholders. Here are comprehensive crisis communications guidelines for charities:



1 Develop a Crisis Communication Plan:

- Create a comprehensive crisis communication plan that outlines procedures, roles, and responsibilities during a crisis.
- Identify potential crisis scenarios that may affect your charity and assess their potential impact.

2 Crisis Response Team:

- Establish a crisis response team consisting of key staff members and board members.
- Assign specific roles and responsibilities within the team, including a crisis spokesperson.

3 Designate a Crisis Spokesperson:

- Appoint a designated crisis spokesperson who is trained and experienced in handling media inquiries and crisis situations.
- Ensure the spokesperson can communicate with empathy, transparency, and authority.

4 Internal Communication:

- Establish clear internal communication channels to ensure all staff and volunteers are informed about the crisis and the charity's response.
- Conduct regular updates and provide guidance to staff on their roles during the crisis.

5 External Communication Protocol:

- Define a protocol for communicating with external stakeholders, including donors, partners, beneficiaries, and the media.
- Ensure that external communication is coordinated and consistent.

6 Transparency and Honesty:

- Prioritise transparency and honesty in all communications. Acknowledge the crisis and its impact.
- Share accurate and up-to-date information with stakeholders.

7 Messaging Strategy:

- Develop a messaging strategy that aligns with your charity's values and mission.
- Craft clear and empathetic messages that convey the charity's commitment to resolving the crisis and minimising harm.

8 Social Media Management:

- Monitor social media platforms for mentions of the crisis and engage with stakeholders as needed.
- Ensure all social media posts adhere to the charity's messaging strategy and are sensitive to the crisis.

9 Media Relations:

- Designate a media contact person who can manage media inquiries promptly and professionally.
- Coordinate media interviews and statements through the crisis spokesperson.

10 Monitoring and Evaluation:

- Continuously monitor media coverage and social media sentiment related to the crisis.
- Use key performance indicators (KPIs) to assess the effectiveness of your crisis communication efforts.

11 Review and After-Action Analysis:

- After the crisis has been resolved, conduct a thorough review and analysis of the crisis response.
- Identify strengths and areas for improvement to inform future crisis communication planning.

12 Documentation:

- Keep detailed records of all crisis communication activities, including media interactions, statements, and stakeholder communication.
- Document lessons learned for future reference.

13 Training and Simulation:

- Conduct regular crisis communication training and simulation exercises with your crisis response team.
- Ensure that team members are well-prepared to handle different crisis scenarios.

14 Continuous Improvement:

- Use insights from past crises to continuously improve your crisis communication plan and response strategies.
- Adapt and update the plan as needed to address evolving challenges.

Effective crisis communication is critical for maintaining trust and credibility in the face of unexpected challenges. By following these crisis communications guidelines, charities can navigate crises with transparency, professionalism, and a commitment to their mission and values.



Social Media Communications Guidelines for Charities

Effective use of social media is crucial for charities to engage with supporters, raise awareness, and further their missions. These guidelines provide a framework for charities to create a successful and responsible social media communications strategy:



1 Align with Your Mission:

- Ensure that your social media content and activities align with your charity's objects, mission, and values.
- Use social media as a platform to highlight your impact and share your organisation's story.
- To protect the charity's branding and prevent impersonation, the charity's social media accounts should be verified where possible.

2 Define Your Audience:

- Identify and understand your target audience on each social media platform.
- Tailor your content and messaging to resonate with the demographics and interests of your audience.

3 Content Strategy:

- Develop a content strategy that includes a mix of posts, including educational, inspirational, and promotional content.
- Plan content in advance to maintain a consistent posting schedule.

4 Engage Authentically:

- Foster two-way communication with your followers by responding to comments and messages promptly.
- Use an authentic and human voice in your responses and interactions.

5 Storytelling:

- Use storytelling techniques to convey the impact of your charity's work.
- Share success stories and personal experiences to connect with your audience emotionally.

6 Visual Content:

- Utilise visual content, such as images and videos, to make your posts more engaging.
- Ensure that visuals are relevant to your message and maintain branding consistency.

7 Hashtag Usage:

- Research and use relevant and trending hashtags to expand the reach of your posts.
- Create branded hashtags to encourage user-generated content and community engagement.

8 Respect Privacy and Consent:

- Obtain proper consent and permissions before sharing any personal information or images of individuals, especially beneficiaries.
- Comply with data protection regulations when collecting and using personal data.

9 Avoid Controversial Topics:

- Stay away from controversial subjects that could alienate your audience or divert attention from your mission.
- Focus on your core messaging and impact.

10 Crisis Communication on Social Media:

- Prepare for crisis communication on social media by having a crisis plan in place.
- Designate a crisis spokesperson for social media and ensure that they follow established guidelines.

11 Maintain Transparency:

- Clearly disclose any financial relationships, partnerships, or sponsorships on social media posts as required by relevant regulations.
- Be transparent about your charity's use of funds and how donations are allocated.

12 Monitor and Listen:

- Use social media monitoring tools to track mentions of your charity and related keywords.
- Listen to feedback and respond constructively to criticism or concerns.

13 Use Data Analytics:

- Utilise social media analytics to measure the effectiveness of your campaigns.
- Adjust your strategy based on data insights and audience behaviour.

14 **Community Guidelines:**

- Establish community guidelines for your social media platforms to maintain a respectful and safe online environment.
- Enforce guidelines consistently and address inappropriate behaviour promptly.

15 **Training and Guidelines for Staff:**

- Provide social media training for staff members responsible for managing your charity's accounts.
- Develop clear guidelines and procedures for posting and interacting on social media.

16 **Crisis Response Protocol:**

- Develop a protocol for responding to negative comments, backlash, or crises on social media.
- Act quickly, address concerns, and take conversations offline when necessary.

17 **Accessibility:**

- Ensure that your social media content is accessible to all audiences, including those with disabilities.
- Use alt text for images and provide captions for videos.

18 **Stay Current:**

- Keep up to date with changes in social media algorithms, trends, and features.
- Adapt your strategy accordingly to maximise visibility and engagement.

19 **Report and Review:**

- Regularly review your social media performance against your goals and KPIs.
- Make adjustments based on your findings to continually improve your social media strategy.

20 **Legal Compliance:**

- Familiarise yourself with the terms of service and policies of each social media platform you use.
- Comply with copyright and intellectual property laws when sharing content.

By adhering to these social media communications guidelines, charities can effectively leverage social media to connect with their audience, promote their mission, and drive positive change while maintaining transparency and professionalism.

Spokesperson Media Engagement Guidelines

Effective media engagement by a spokesperson is crucial for a charity to convey its messages, build trust, and advance its mission. These guidelines outline best practices for spokespersons representing a charity in media interactions:



1 Know Your Charity:

- Develop a deep understanding of your charity's mission, goals, programmes, and impact.
- Stay informed about the latest developments and initiatives within the organisation.

2 Message Consistency:

- Align your messaging with your charity's key messages, values, and mission.
- Maintain consistency in your communication across various media platforms.

3 Media Training:

- Undergo comprehensive media training to enhance your media engagement skills.
- Familiarise yourself with media practices, interview techniques, and crisis communication strategies.

4 Preparation:

- Prepare thoroughly before any media engagement. Research the topic, anticipate questions, and formulate key messages.
- Develop a clear and concise narrative that conveys your charity's work effectively.

5 Accessible and Approachable:

- Be accessible to the media and promptly respond to inquiries or requests for interviews.
- Project an approachable and friendly demeanour during interactions.

6 Tailored Messaging:

- Tailor your messages to the specific audience and media outlet you are engaging with.
- Adapt your language and tone to suit the demographics and preferences of the audience.

7 Stay on Message:

- Stay focused on your key messages and avoid going off-topic during interviews.
- Politely redirect the conversation if it veers away from your charity's core messages.

8 Clarity and Simplicity:

- Communicate clearly and concisely. Avoid jargon or technical language that may confuse the audience.
- Use simple, relatable language to explain complex topics.

9 Stay Calm Under Pressure:

- Maintain composure and professionalism, even in challenging or high-pressure media situations.
- Practice techniques to manage stress and anxiety during interviews.

10 Honesty and Transparency:

- Be honest and transparent in your responses. If you don't know the answer to a question, admit it and offer to follow up.
- Address any issues or challenges your charity faces with candour and a commitment to solutions.

11 Active Listening:

- Listen actively to interviewers and reporters. Understand their questions and concerns before responding.
- Show empathy and understanding when appropriate.

12 Respect Privacy and Confidentiality:

- Respect the privacy and confidentiality of individuals, especially beneficiaries, when discussing specific cases or stories.
- Obtain proper consent when sharing personal stories or images.

13 Handling Controversial Questions:

- Be prepared to handle controversial or sensitive questions with poise and professionalism.
- Practice bridging techniques to steer the conversation back to your key messages.

14 Post-Interview Review:

- Review your media engagements and assess your performance objectively.
- Identify areas for improvement and incorporate feedback into your future engagements.

15 Crisis Communication Role:

- Understand your role in crisis communication. Familiarise yourself with the charity's crisis communication plan.
- Be prepared to act as a spokesperson during crises, following established protocols.

16 Social Media Engagement:

- Use social media responsibly and professionally. Ensure that your online presence aligns with your role as a spokesperson.
- Be mindful of privacy settings and avoid sharing controversial or inappropriate content.

17 Team Collaboration:

- Collaborate closely with your charity's communications team to ensure alignment in messaging and media strategies.
- Seek guidance and support from the team when necessary.

18 Continuous Improvement:

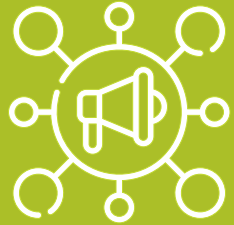
- Pursue ongoing professional development to enhance your media engagement skills.
- Stay informed about media trends and best practices through continuous learning and peer networking.

By following these spokesperson media engagement guidelines, you can effectively represent your charity, convey its messages with impact, and contribute to building a positive and credible image for the organisation in the media.



Media Dissemination Guidelines for Charities

Effective media dissemination is crucial for charities to ensure that their messages reach the right audience and have a meaningful impact. These guidelines provide a framework for charities to optimise their media dissemination efforts:



1 Audience Segmentation:

- Identify and segment your target audience based on demographics, interests, and behaviours.
- Tailor your media dissemination strategies to address the specific needs and preferences of each audience segment.

2 Multi-Channel Approach:

- Utilise a multi-channel approach to reach a broader audience. Consider traditional media (TV, radio, print) and digital platforms (websites, social media, email newsletters).
- Choose the channels that are most relevant to your audience and objectives.

3 Content Relevance:

- Ensure that your media content is relevant to the platform and audience. Adapt your messaging and format accordingly.
- Craft headlines and lead paragraphs that capture attention and convey the essence of your message.

4 Timing and Frequency:

- Schedule media dissemination strategically to maximise reach and impact.
- Consider the timing preferences of your target audience and the best times for engagement on various platforms.

5 Engage Influencers:

- Collaborate with influencers or ambassadors who align with your charity's mission. They can help amplify your messages to a wider and more engaged audience.
- Ensure that influencers genuinely support your cause and maintain transparency in any partnerships.

6 Use Visuals Effectively:

- Incorporate visuals, such as images and videos, into your media content. Visuals are more engaging and can convey complex information quickly.
- Optimise visuals for each platform's specifications.

7 Consistency in Branding:

- Maintain consistency in branding across all media channels. Use logos, colour schemes, and messaging that align with your charity's identity.
- Ensure that your brand's voice and style are consistent in all media content.

8 Storytelling:

- Use storytelling techniques to make your media content more relatable and emotionally impactful.
- Share real stories of individuals or communities your charity has helped to create a personal connection with your audience.

9 Call to Action (CTA):

- Include clear and actionable CTAs in your media content. Encourage your audience to take specific steps, such as donating, volunteering, or sharing your message.
- Make it easy for your audience to engage with your charity.

10 Metrics and Analytics:

- Use analytics tools to track the performance of your media dissemination efforts. Monitor metrics like reach, engagement, click-through rates, and conversion rates.
- Analyse data to understand what works and what needs improvement.

11 A/B Testing:

- Conduct A/B testing to compare different versions of media content (e.g., headlines, visuals, CTA buttons).
- Use the results to refine your content and improve its effectiveness.

12 Crisis Communication Plan:

- Have a crisis communication plan in place for negative media situations. Be prepared to respond swiftly and effectively to protect your charity's reputation.
- Designate a crisis spokesperson for media interactions during crises.

13 Monitoring and Feedback:

- Continuously monitor social media and media coverage for mentions of your charity.
- Respond to comments, questions, and concerns promptly, demonstrating your charity's commitment to engagement.

14 Adapt to Platform Changes:

- Stay informed about changes in algorithms, policies, and features on social media and other digital platforms.
- Adjust your media dissemination strategies to align with these changes.

15 Compliance and Legal Considerations:

- Ensure that your media content complies with all relevant laws, regulations, and industry standards.
- Review and approve media content to avoid legal or ethical issues.

16 Measure Impact:

- Regularly assess the impact of your media dissemination efforts on your charity's goals and objectives.
- Measure the outcomes, such as increased donations, volunteer sign-ups, or awareness.

17 Evaluation and Optimisation:

- Based on data and feedback, continually evaluate and optimise your media dissemination strategies.
- Make data-driven decisions to improve your reach and engagement.

By following these media dissemination guidelines, charities can effectively reach their target audience, convey their messages, and drive meaningful actions that support their mission and goals.



Media Monitoring and Evaluation Guidelines for Charities

Monitoring and evaluating media coverage and engagement are essential for charities to assess the effectiveness of their communication strategies and make data-driven improvements. These guidelines provide a framework for monitoring and evaluating media activities:



1 Set Clear Objectives:

- Define specific and measurable objectives for your media communications efforts. What do you aim to achieve through media engagement?

2 Identify Key Performance Indicators (KPIs):

- Select KPIs that align with your objectives. Common KPIs include media mentions, reach, engagement, website traffic, and conversion rates.

3 Media Monitoring Tools:

- Invest in media monitoring tools and services that can track your charity's media coverage across print, online, broadcast, and social media.
- Leverage automated alerts to stay informed of new media mentions in real-time.

4 Social Media Analytics:

- Use social media analytics tools provided by platforms to track engagement metrics, including likes, shares, comments, and click-through rates.
- Analyse demographic data to better understand your social media audience.

5 Website and Landing Page Analytics:

- Implement web analytics tools like Google Analytics to track website traffic driven by media coverage.
- Create dedicated landing pages for media campaigns and track their performance.

6 Media Reach and Impressions:

- Calculate the estimated reach and impressions of your media coverage, both traditional and digital.
- Assess the potential audience size exposed to your messages.

7 Sentiment Analysis:

- Conduct sentiment analysis to gauge the overall sentiment (positive, negative, or neutral) of media coverage and social media conversations related to your charity.

8 Media Engagement Tracking:

- Monitor and record the engagement metrics of your media content, such as social media likes, shares, comments, and retweets.
- Track the number of media inquiries, interviews, and coverage generated.

9 Comparative Analysis:

- Compare your media performance over time and against previous campaigns.
- Benchmark your charity's media metrics against industry standards or peer organisations.

10 Media Content Analysis:

- Analyse the content of media coverage to assess the quality and depth of your charity's messages.
- Identify any misrepresentations or inaccuracies in media reports.

11 Identify Trends and Patterns:

- Look for trends and patterns in media coverage and engagement. Are certain topics or types of content more successful than others?
- Use data to identify peak engagement times and days for social media posts.

12 Report Regularly:

- Create regular media monitoring and evaluation reports. These reports should include KPIs, analysis, insights, and recommendations for improvement.
- Share reports with relevant stakeholders within your charity.

13 Adapt and Optimise:

- Use the insights gained from monitoring and evaluation to adapt and optimise your media communications strategy.
- Make data-driven decisions to improve your messaging, targeting, and media outreach.

14 Stay Informed:

- Stay updated on media trends and evolving measurement tools.
- Attend industry conferences, webinars, and workshops to enhance your knowledge of media evaluation.

15 Budget Allocation:

- Allocate budget resources based on the effectiveness of different media channels and campaigns. Invest more in channels and campaigns that yield the best results.

16 Privacy and Data Security:

- Ensure that you handle media data, especially personal data, in compliance with data protection and privacy regulations.
- Protect sensitive information and adhere to ethical data handling practices.

17 Learn from Failures:

- Don't be discouraged by unsuccessful media campaigns. Use failures as opportunities to learn and refine your strategy.

18 Continuous Improvement:

- Continuously review and update your media monitoring and evaluation process to reflect changing goals and media landscape.

By following these media monitoring and evaluation guidelines, charities can gain valuable insights, measure the impact of their media communications efforts, and make informed decisions to enhance their visibility, engagement, and effectiveness in advancing their mission.



Media Archival Guidelines for Charities

Proper media archival practices are essential for charities to maintain an organised and accessible record of their media coverage and communications. These guidelines provide a framework for effective media archival:



- 1 Centralised Repository:**
 - Establish a centralised and secure digital repository for media assets, including press releases, articles, videos, audio clips, and photographs.
- 2 Organised Folder Structure:**
 - Create a well-organised folder structure within the repository, categorising media assets by type, date, campaign, and source.
 - Use clear and consistent naming conventions for files and folders to facilitate easy retrieval.
- 3 Metadata and Tagging:**
 - Implement a metadata system to include relevant information such as publication date, source, keywords, and campaign names.
 - Use tagging and keyword indexing to enhance searchability.
- 4 Digital Asset Management (DAM) System:**
 - Consider using a Digital Asset Management (DAM) system to streamline media archival, metadata tagging, and access control.
 - A DAM system can simplify the retrieval and sharing of media assets among team members.
- 5 Version Control:**
 - Maintain version control for documents to track revisions and updates, especially for press releases and official statements.
 - Clearly label different versions to avoid confusion.

6 Backup and Data Security:

- Regularly back up media archives to prevent data loss. Implement a robust data backup and recovery strategy.
- Ensure that the repository is secure, and access is restricted to authorised personnel.

7 Access Control:

- Limit access to media archives to authorised individuals within the charity.
- Define user roles and permissions to control who can view, edit, and delete media assets.

8 Retention Policies:

- Develop and adhere to retention policies that specify how long different types of media assets should be retained.
- Archive older assets while maintaining easy access for reference.

9 Index and Catalogue:

- Create an index or catalogue of media coverage that includes publication dates, headlines, URLs, and a brief description of the content.
- Regularly update the index as new media coverage is added.

10 Cross-Referencing:

- Cross-reference related media assets to provide context and facilitate research. Link articles to press releases, for example.
- Maintain a log of media contacts and journalists for reference.

11 Historical Records:

- Preserve historical media assets, including significant media coverage and milestones in the charity's history.
- Consider digitising physical media assets for long-term preservation.

12 Accessibility and Searchability:

- Ensure that media archives are easily accessible to authorised users.
- Implement robust search functionality to quickly locate specific media assets within the repository.

13 Regular Audits:

- Conduct regular audits of the media archive to identify outdated or irrelevant content for removal.
- Ensure compliance with retention policies during audits.

14 Disaster Recovery Plan:

- Develop a disaster recovery plan that outlines procedures for recovering media archives in case of data loss due to unforeseen events.

15 Training and Documentation:

- Provide training to team members responsible for media archival and data management.
- Maintain documentation on media archival processes and procedures for reference.

16 Legal and Compliance Considerations:

- Ensure that media archives comply with legal and regulatory requirements, including copyright and data protection laws.
- Consult legal counsel for guidance on compliance.

17 Periodic Review:

- Periodically review and update your media archival processes to incorporate best practices and technology advancements.

Effective media archival practices enable charities to preserve their media history, track progress, and retrieve valuable information efficiently. An organised and well-maintained media archive also contributes to transparency, accountability, and historical documentation of the charity's work and impact.



Other Resources: Training, Media Monitoring and Media Measurement

Most PR agencies and tertiary institutions provide studies and training in communications methodology and skills. A review of the various curricula is needed to ensure suitability, and best match of course content and attendee.



For Media Monitoring Services:

- <https://carma.com/>
- <https://www.truescope.com.sg/>
- <https://www.meltwater.com/en/customer-stories/w-singapore>

For Media Measurement Reference:

- <https://amecorg.com/>

For Media Database Services:

- <https://www.telummedia.com/>

For Media Distribution Services:

- <https://www.media-outreach.com/>
- <https://www.cision.com/pr-distribution-and-placement/>

Acknowledgements

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