

**Policy Group:** Corporate  
**Version no.:** 1.2  
**Date of issue:** July 2022  
**Approved by:** Charity Executive Committee

# Media Policy

## 1. Policy Summary / Statement

**The St Andrew's Healthcare Media Policy aims to protect the reputation of the Charity, our employees and the confidentiality of our patients and service users.**

- Only nominated spokespeople for the Charity should publicly comment on behalf of St Andrew's Healthcare. This includes commenting on news sites.
- Staff are welcome to share social media content that has been published on St Andrew's official channels, but must ensure their own comments adhere to our Code of Conduct.
- The Communications Team will liaise between stakeholders to issue official statements, comments, interviews and filming opportunities.
- Any media interview should have a member of the Communications Team present unless otherwise agreed.
- Patients and service users who wish to be involved in media opportunities should be supported through the Patient Consent Process.

### **Open and Honest**

Our approach is to be open about all our operations unless sharing certain information could:

- Negatively affect the care of our patients and service users
- Affect the wellbeing or privacy of individuals (including patients, service users and members of staff)
- Give away commercially sensitive information, and put the Charity at a competitive disadvantage.

## 2. Links to Procedures

[Media and Social Media Procedure](#)

## 3. Monitoring and Oversight

The Head of Communications is the owner of the media policy and is accountable for assurance. Media opportunities and the Charity's response to issues are agreed by the Head of Communications and the CEO.

The Communications Team oversees media monitoring for the whole of St Andrew's and receive all media coverage where mentions of St Andrew's Healthcare appear. This information is shared with the Charity's Executive Committee, functional directors and senior managers where appropriate. Action is taken when necessary to correct inaccurate information and protect the Charity's reputation.

4. **Diversity and Inclusion**

St Andrew's Healthcare is committed to *Inclusive Healthcare*. This means providing patient outcomes and employment opportunities that embrace diversity and promote equality of opportunity, and not tolerating discrimination for any reason.

Our goal is to ensure that *Inclusive Healthcare* is reinforced by our values, and is embedded in our day-to-day working practices. Within the Communications Team we ensure that all press releases and communications content reflects these values. In addition, all of our policies and procedures are analysed in line with these principles to ensure fairness and consistency for all those who use them. If you have any questions on inclusion and diversity please email the inclusion team at [DiversityAndInclusion@standrew.co.uk](mailto:DiversityAndInclusion@standrew.co.uk).

5. **Training** – Media training is provided to Charity spokespeople; this may be a simple briefing or a more thorough workshop session. All media training is arranged by the Communications Team.

6. **How to request a Change or exception to this policy**

Please refer to either the [Policy and Procedure Update Application Link](#)

Or the exception process [Policy and Procedure Exception Application Link](#)

7. **Key changes** - please state key changes from the previous version of the policy

Version Number	Date	Revisions from previous issue
1.0	November 2019	Replaces COR28 v5.0 after a Governance Review and split into a Policy and a procedure.
1.1	July 2022	Updated the reference to 'Director of Communications' to 'Head of Communications' within monitoring and oversight section & included terminology for service users
1.2	April 2023	Review date extended by 12months as fit for purpose