

## MEDIA COMMUNICATION POLICY

### REQUIREMENTS

1.1 This Policy applies to all staff of The Organisation.

### RESPONSIBILITIES

1.2 Presbyterian Community Services and its partner centres (which are collectively known as “The Organisation”) recognises the benefits of media as an important tool of engagement, to communicate with and market promotions to its stakeholders.

1.3 It is important that the reputation of The Organisation, as well as its stakeholders, is not tarnished in any way by anyone using media tools inappropriately, particularly in relation to any content that directly references The Organisation. The staff therefore, are expected to behave and express themselves appropriately and in a manner that is consistent with The Organisation’s media communications guidelines.

1.4 The objective of this guideline is to spell out the policy that the management and staff of The Organisation must strictly adhere to in the area of communications with the media, both traditional and online media platforms.

1.5 Appropriate procedures and practices will be implemented in support of this policy and in accordance with applicable laws and regulations in the following sections of the GNCS Standard Operating Procedures Manual:

- a. Section 22 – Media Communication Manual

## MEDIA COMMUNICATION MANUAL

### SCOPE

1.6 This Policy applies to all staff of The Organisation.

### BACKGROUND

1.7 The media, both traditional and online media, may, at any point in time, approach the staff of The Organisation for information on a range of issues and it is hence important that all of the staff understand and adhere to The Organisation’s media communications guidelines.

### BOILERPLATE - PCS

1.8 A boilerplate (also known as an “about us” statement) is a short, standardized paragraph at the end of a press release that provides journalists with a high-level background on our organisation.

1.9 PCS would adopt two boilerplates for the purpose of communicating sensitively in different social spaces. These shall be added to the end of relevant public relation communications.

1.10 Boilerplate for non-Christian organisations

Presbyterian Community Services (PCS) seeks to provide development and care to our clients, allowing them to become more independent in their lives. As a social service agency registered with the Commissioner of Charities and a member of the National Council of Social Service, PCS currently has close to 30 centres spanning across the island with a wide range of services such as infant care, childcare, special needs programmes and school, residential home for teenage girls, youth-at-risk programme, eldercare services, emergency relief scheme and other services to meet the multi-generational needs of the population. PCS family of staff are dedicated to meeting the challenges and needs of the community in Christian witness to touch lives.

长老会社区服务（PCS）为客户提供永续关怀，让他们能更加独立生活。作为社会服务立案机构和国家福利理事会成员，PCS 拥有近 30 间中心分布全岛，提供托婴服务、托儿服务、特殊需求计划、特需学校、少女之家、高危青年计划、乐龄服务、紧急援助计划和其他服务，满足不同世代人口的需求。长老会社区服务家族员工致力于应对社区的挑战和需求，在基督徒见证下触摸生活。

1.11 Boilerplate for Christian organisations

Presbyterian Community Services (PCS) seeks to honour and magnify the name of our Lord through our services. As a social service agency registered with the Commissioner of Charities and a member of the National Council of Social Service, PCS currently has close to 30 centres spanning across the island with a wide range of services such as infant care, childcare, special needs programmes and school, residential home for teenage girls, youth-at-risk programme, eldercare services, emergency relief scheme and other services to meet the multi-generational needs of the population. PCS family of staff are dedicated to meeting the challenges and needs of the community in Christian witness to touch lives.

长老会社区服务（PCS）旨在通过我们的服务来荣耀和彰显主之圣名。作为社会服务立案机构和国家福利理事会成员，PCS 拥有近 30 间中心分布全岛，提供托婴服务、托儿服务、特殊需求计划、特需学校、少女之家、高危青年计划、乐龄服务、紧急援助计划和其他服务，满足不同世代人口的需求。长老会社区服务家族员工致力于应对社区的挑战和需求，在基督徒见证下触摸生活。

## BOILERPLATE – PCS CHILDREN SERVICES

1.12 Boilerplate for non-Christian organisations

Presbyterian Community Services (PCS) seeks to provide development and care to our children, allowing them to thrive and become more independent in their lives. As a social service agency registered with the Commissioner of Charities and a member of the National Council of Social Service, PCS' Children Services provides a wide range of services such as infant/ child/ student care and special needs programmes and school. As a Partner Operator for 11 childcare centres funded by Early Childhood Development Agency (ECDA), we are committed to nurturing children beyond just providing affordable and quality education to

inculcate values and relevant life skills in their foundation years. Through our special needs programmes and school, we embrace an inclusive ethos and maximise learning potential of special needs children through early detection and intervention. PCS family of staff are dedicated to meeting the challenges and needs of the community in Christian witness to touch lives.

长老会社区服务（PCS）关怀照顾幼儿并着重幼儿全面发展，使其茁壮成长，更加独立生活。作为社会服务立案机构和国家福利理事会成员，PCS 儿童服务属提供广泛服务项目，如托婴服务、托儿服务、特殊需求计划、特需学校等。作为幼儿培育署资助的 11 间托儿所伙伴计划业者，我们不仅提供负担得起的优质教育，还灌输幼儿正确价值观，培养生活技能。我们的特殊需求计划和特需学校秉持包容，通过早期发现和干预，最大限度地开发特殊需求儿童的学习潜能。长老会社区服务家族员工致力于应对社区的挑战和需求，在基督徒见证下触摸生活。

#### 1.13 Boilerplate for Christian organisations

Presbyterian Community Services (PCS) seeks to honour and magnify the name of our Lord through our services. As a social service agency registered with the Commissioner of Charities and a member of the National Council of Social Service, PCS' Children Services provides a wide range of services such as infant/ child/ student care and special needs programmes and school. As a Partner Operator for 11 childcare centres funded by Early Childhood Development Agency (ECDA), we are committed to nurturing children beyond just providing affordable and quality education to inculcate values and relevant life skills in their foundation years. Through our special needs programmes and school, we embrace an inclusive ethos and maximise learning potential of special needs children through early detection and intervention. PCS family of staff are dedicated to meeting the challenges and needs of the community in Christian witness to touch lives.

长老会社区服务（PCS）旨在通过我们的服务来荣耀和彰显主之圣名。作为社会服务立案机构和国家福利理事会成员，PCS 儿童服务属提供广泛服务项目，如托婴服务、托儿服务、特殊需求计划、特需学校等。作为幼儿培育署资助的 11 间托儿所伙伴计划业者，我们不仅提供负担得起的优质教育，还灌输幼儿正确价值观，培养生活技能。我们的特殊需求计划和特需学校秉持包容，通过早期发现和干预，最大限度地开发特殊需求儿童的学习潜能。长老会社区服务家族员工致力于应对社区的挑战和需求，在基督徒见证下触摸生活。

### KEY COMMUNICATION RELATED POLICIES

#### 1.14 PERSONAL DATA PROTECTION

- a. Staff shall give due consideration to our obligations under the Personal Data Protection Act (PDPA) when providing any material or information relating to any person. If in doubt, please consult Data Protection Officer (DPO).

#### 1.15 MAINSTREAM MEDIA RELATED GUIDELINES

- b. Communications with the media on The Organisation related matters will be undertaken solely by The Organisation's Chairman or Executive Director, unless otherwise specified.
- c. No staff shall reveal any information pertaining to The Organisation, including but not limited to business plans and marketing strategy, to external parties including the media, both traditional and online.
- d. No staff shall provide any quotes in any capacity unless authorised by the Board.
- e. This will ensure that The Organisation's communication processes and key messages are coherent and consistent across the board at all times.

#### 1.16 SOCIAL MEDIA GUIDELINES: USE OF SOCIAL MEDIA IN AN OFFICIAL CAPACITY

- a. This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:
  - i. Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter, etc.)
  - ii. Content sharing including using sites such as Flickr (photo sharing) and YouTube (video sharing)
  - iii. Commenting on blogs for personal or business reasons
  - iv. Leaving product or service reviews on retailer sites or customer review sites.
  - v. Taking part in online votes and polls
  - vi. Taking part in conversations on public and private web forums (message boards)
  - vii. Editing a Wikipedia page
- b. The intent of this guideline is to include anything posted online where information is shared that might affect staff, customers, or contributors of The Organisation and their reputation in the society.
  - i. Staff who are tasked to maintain and/or update The Organisation's official social networking sites – including Twitter, Facebook and Internet blogs – are expected to maintain a high level of professionalism when they communicate with others online – similar to how they would communicate with external parties through email or over the phone. They shall adopt good writing practices (i.e. proper sentence structure, no misspelled words) that maintain the professional image of The Organisation.
  - ii. No staff shall share any information – including textual or visual material – that is proprietary and/or confidential to The Organisation. In general, staff shall not post anything that is confidential, sensitive or private,
  - iii. Staff must at all times comply with the law in regard to copyright and fair use. Staff must ensure that they have the right to use something with attribution before they publish any contents online.
  - iv. Staff shall refrain from posting items that could reflect negatively on The Organisation or otherwise embarrass The Organisation, including comments or other posts about drug or alcohol abuse, profanity, sexual humour and other inappropriate conduct.

- v. Staff shall not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable at the workplace.
- vi. Staff shall never indicate a political allegiance on social networking sites, either through profile information or through joining political groups.
- vii. Additionally, for all The Organisation staff using social media, such use:
  - Must not bring The Organisation into disrepute
  - Must not be directly linked with stakeholders/ customers' personal social networking account
  - Must not otherwise be in breach of The Organisation's Media Communications Guidelines

#### 1.17 SOCIAL MEDIA GUIDELINES: USE OF SOCIAL MEDIA IN A PERSONAL CAPACITY

- a. While there is no prohibition against staff engaging in various social networking sites, including but not limited to Twitter, Facebook and Internet blogs, they shall refrain from making any comments related to The Organisation and stakeholders including contributors and customers.
- b. Staff shall seek permission from their Group Management Team representative before posting any The Organisation related photographs and videos – including but not limited to closed door training sessions, private/unofficial events – on their personal sites
- c. Staff shall be aware that even if their postings are made only visible to a limited number of selected people, such contents may still end up in the public domain. Hence, staff shall always exercise good judgment and common sense, and would be responsible for the content he/she publishes on any form of social media.
- d. When a staff member is contacted by the media about posts on their social networking site that relate to The Organisation, they shall consult their Group Management Team representative before responding.
- e. Staff shall be mindful that any comments which are deemed improper bring The Organisation into disrepute, or are threatening, abusive, indecent or insulting may lead to disciplinary action.
- f. The Organisation reserve the right to monitor its staff's use of social media and social networking websites even if they are engaging in such activities away from the office. Detected breaches of this policy shall be reported to The Organisation. If detected, a breach of this policy may result in disciplinary action from The Organisation under The Organisation's disciplinary procedures. A breach of this policy may also amount to breaches of other documents and policies. Disciplinary action may involve a verbal or written warning or, in serious cases, termination of employment or engagement with The Organisation.

- 1.18 Any staff who receives a media query shall first determine the nature of the query (refer to Annex).

#### TECHNICAL RELATED QUERIES

- 1.19 If the query is straightforward and technical in nature, the staff will alert his/her supervisor and Group Management Team representative and respond to the query accordingly within 5 hours on the same working day.
- 1.20 The staff will then inform the Group Management Team representative the name of reporter, nature of query and response given. The Group Management Team representative will in turn inform Executive Director within 24 hours but before the publication of the article on traditional and online media.
- 1.21 The Group Management Team representative will monitor the specific newspaper(s) the following day(s) and check with the staff concerned to ensure accuracy in the article(s). The Group Management Team representative will inform and demand for corrections to be published shall there be any inaccuracies in the quotes attributed to The Organisation staff within the working day of the publication of the article.
- 1.22 The Group Management Team representative will email the staff and his/her supervisor or Executive Director a scanned copy of the article which shall be filed by both parties.
- 1.23 The Group Management Team representative will analyse the slant of the article and submit a short summary to the Executive Director and the relevant personnel within 7 working days of the publication.

#### POLICY RELATED OR SENSITIVE QUERIES

- 1.24 If the query is sensitive in nature, including those which relate to policies or involve external parties (i.e. Contributors and Customers), the staff will alert his/her supervisor and Executive Director and forward the query to the Group Management Team representative who will follow-up with the reporter within the next 2 hours.
- 1.25 The Group Management Team representative will work out the key angle of the proposed story and the names of the interviewees who will be featured in the write-up, the Group Management Team representative will immediately inform Executive Director about the query, with supporting details such as the story angle.
- 1.26 The relevant personnel will work with Group Management Team representative in crafting the draft reply which shall be sent to Executive Director within the next 2 hours for their inputs.
- 1.27 The Group Management Team representative and relevant personnel will subsequently incorporate further inputs and suggestions in the revised reply which shall be sent to the Executive Director within the next 1 hour.
- 1.28 The Group Management Team representative will send the final version to the media only upon approval by the Executive Director.

- 1.29 The Group Management Team representative will monitor the specific newspaper(s) the following day(s) and ensure accuracy in the article(s). The Group Management Team representative will inform and demand for corrections to be published shall there be any inaccuracies in the quotes attributed to The Organisation's staff within the same working day of the publication.
- 1.30 The Group Management Team representative will analyse the slant of the article(s) and submit a short summary to the Executive Director and the relevant personnel within 3 working days of the publication.
- 1.31 The Organisation aims to respond to the media query within 5 hours upon receiving the request. The Group Management Team representative and relevant personnel must work together from the time of crafting the first draft reply until the final version has been approved by the Executive Director.

#### STANDARD PROCEDURES IN HANDLING INTERVIEW REQUESTS

- 1.32 Unless authorised by Executive Director, staff shall not accede to media request for interviews. Staff shall convey to the reporter that he/she will need to seek clearance from PCS Head Office and can only accede to the interview upon approval from the senior management (Group Management Team).
- 1.33 Upon receiving the official interview request, Group Management Team representative will work out the key angle of the proposed story, the names of the interviewees who will be featured in the write-up, and the tentative list of questions.
- 1.34 The Group Management Team representative shall identify the relevant spokesperson - who shall ideally be the Chairman, Executive Director or designated Board member/ staff - and work with him/her to prepare the first draft of talking points and list of Frequently Asked Questions (FAQs).
- 1.35 The Group Management Team representative will email the list of tentative questions, FAQs and draft talking points/key messages to the Executive Director who will decide whether to approve the interview request. If approved, the Executive Director will also determine the mode of the interview (i.e. Face-to-face, email).
- 1.36 Upon approval by the Executive Director, Group Management Team representative will work with the relevant Head of Department/spokesperson to fine-tune the set of talking points and FAQs before confirming with the reporter the details of the interview. The finalised list of FAQs and talking points must be sent to the Executive Director at least 24 hours before the interview.
- 1.37 Unless approved by the Executive Director, the interview shall never be scheduled on the same day the media request was submitted.
- 1.38 Relevant staff from The Organisation and Group Management Team representative must be present during the media interview and ensure that the interview flow smoothly. A summary of the interview (including key questions and replies) shall be sent to the Executive Director within 3 hours from the end of interview.
- 1.39 Interviewees shall refrain from using phrases such as "No Comment", "Between us", "Within the four walls" and "Off-the-Record" etc. during the interview. Relevant staff must step in to

address this inconsistency when it occurs during interviews. Such comments must and shall never be documented as part of the interviews.

- 1.40 The Group Management Team representative shall contact the reporter after the interview to check, verify and confirm that the facts and quotes to be attributed to the interviewee are accurate and aligned with the contents shared during the interview.
- 1.41 The Group Management Team representative will monitor the specific media vehicle(s) the following day(s) and ensure accuracy in the article(s). The Group Management Team representative will inform and demand for corrections to be published shall there be any inaccuracies in the article.
- 1.42 The Group Management Team representative will analyse the slant of the article(s) and submit a short summary to the Executive Director and the relevant personnel within 3 working days of the publication.

#### STANDARD PROCEDURES IN RESPONDING TO FORUM LETTERS

- 1.43 The Group Management Team representative must alert the Executive Director and the relevant Head of Department(s) before 10 am on the day issues pertaining to The Organisation are published as letters in the forum sections of the print media. For letters and comments on online mediums, Group Management Team representative must compile all comments and letters uploaded on the online medium and alert Board the relevant personnel before 10 am issues pertaining to The Organisation in the last 24 hours.
- 1.44 The Group Management Team representative will work with the relevant personnel to craft the first draft of the reply which shall be sent to the Executive Director before 3 pm on the same day for the forum section on the print media.
- 1.45 Both the Group Management Team representative and relevant personnel will work together to revise the reply, taking into account the inputs from the Executive Director and shall also adhere to the word count limit of the respective medium vehicles.
- 1.46 The revised reply must be sent to the Executive Director before 10 am on the following day.
- 1.47 Upon approval by the Executive Director, the Group Management Team representative will subsequently email the reply to the respective Forum editor(s) before 12 pm on the same day.
- 1.48 The Group Management Team representative will monitor the specific medium vehicle(s) the following day(s) and ensure that our reply is published factually (notwithstanding the possibility that the letter may be edited for clarity and length).
- 1.49 The Organisation's reply will be sent within three days from the day the forum letter was published. The Group Management Team representative and relevant personnel must work together from the time of crafting the first draft reply until the final version has been approved by the Executive Director.

#### OTHER GENERAL GUIDELINES



- 1.50 The general rule is that The Organisation's staff will not comment on matters which involve external parties (including government policies and club-related issues).
- 1.51 The Organisation shall seek approval from the Executive Director for any usage and application of The Organisation's name and logos by third parties.
- 1.52 Staff shall not make public comments on the merits of a matter / proceeding pending or impending in any court of law.
- 1.53 Staff shall comment in a neutral and balanced manner upon the court verdict of any matter.
- 1.54 If a staff is uncertain of the sensitivity of a particular query or issue, he shall refrain from making any comment, and shall instead refer the query to his/her Supervisor / Organisation Head and/or Group Management Team representatives for further clarifications.
- 1.55 All media queries or interview requests shall be sent in writing (email) addressing to the Group Management Team representative. Other communication channels such as WhatsApp's, WeChat, and Messenger etc. are not considered as proper channels for requests.
- 1.56 Wherever possible, replies to media queries shall be sent in writing in order to ensure that the correspondences can be traced and verified accordingly (when necessary). Other communication channels such as WhatsApp's, WeChat, and Messenger etc. are not considered as proper channels for replies.
- 1.57 Any staff who fails to comply with the above guidelines spelt out in this paper will be subjected to disciplinary action(s).