



The Swans Community Partnership – Communications, Media and Publicity Policy

1. Policy Statement:

The Swans Community Partnership (TSCP) recognises the vital role of effective communication, media engagement and publicity in promoting our programmes, sharing impact, strengthening community relationships, and enhancing our reputation.

This policy ensures that all communication — written, verbal, visual or digital — is accurate, inclusive, safeguarding-aware, and aligned with our organisational values and legal responsibilities, including data protection and safeguarding legislation.

2. Purpose:

This policy ensures that TSCP:

- Communicates ethically, safely and inclusively across all public-facing platforms.
- Protects children, young people and vulnerable adults through responsible media practices.
- Complies with UK GDPR and confidentiality standards when sharing personal information or images.
- Promotes our work, values, and outcomes in a consistent, professional manner.
- Maintains TSCP's reputation across print, digital, broadcast and community platforms.
- Ensures publicity reflects our commitment to equality, diversity, and inclusion.



3. Scope of the Policy:

This policy applies to:

- Staff, volunteers, directors and contractors.
- Coaches, facilitators, youth workers, sessional workers.
- Partner organisations delivering programmes in collaboration with TSCP.
- All communication channels, including:
 - Website and digital platforms
 - Press releases
 - Print materials (flyers, posters, brochures)
 - Media interviews
 - Photography, videography and livestreams
 - Newsletters and email communications
 - External partner communications referencing TSCP
- All programme strands including community sport, youth development, health & wellbeing, workforce development, football development, and multi-agency projects.

4. Principles of Communication:

All TSCP communication must be:

Accurate and appropriate

- Factual, honest, and reflective of TSCP's work.
- Free from political bias, discriminatory language or harmful messaging.

**Safe and safeguarding-led**

- Prioritising welfare, confidentiality, and privacy of children and young people.
- Free from details that may pose risks (e.g., addresses, school names, real-time location).

Inclusive and accessible

- Representing diverse communities and using inclusive language.
- Designed to remove barriers and promote equal representation.

Consistent with organisational values

- Reflecting respect, dignity, empowerment, opportunity, and community cohesion.

5. Roles and Responsibilities:**Board of Directors**

- Holds strategic oversight of all communications.

Communications Lead / Director

- Approves official statements, press releases, photography / media decisions.
- Ensures messaging aligns with safeguarding, EDI and data protection policies.

Designated Safeguarding Lead (DSL)

- Approves communication involving children / young people or sensitive information. .
- Provides safeguarding risk assessments relating to publicity.

Programme Leads / Head Coaches

- Ensure communications within their strand are accurate and follow consent protocols.

All Staff, Volunteers and Contractors

- Must follow this policy, the social media policy and safeguarding guidance.
- Must not speak to media or communicate externally on behalf of TSCP without authorisation.



6. Consent, Privacy and Data Protection:

All personal information shared through media or publicity must comply with the Data Protection & Confidentiality Policy and UK GDPR regulations.

Requirements:

- Written consent **MUST** be obtained before using any image, video, or name of a child or young person.
- Consent for photography must specify intended platforms or publications.
- No identifying details (full names, locations, school names) may be included without explicit consent.
- Participants may withdraw consent at any time; TSCP will remove content promptly.
- Sensitive data (e.g., health information, referrals, vulnerabilities) must never be disclosed publicly.
- Photography in youth justice, alternative provision, or referral-based programmes must be pre-approved due to added safeguarding risk.

7. Photography, Filming and Media Use:

Photography and video recording must follow safeguarding and consent procedures:

- A designated, authorised staff member must manage photography at events.
- Consent must be obtained from parents / carers before any images of children are taken or used.
- Avoid capturing other children, families, or public individuals without consent.
- Participants with non-consent must be clearly marked on registers.

- No photos taken on personal devices.
- Real-time posting from sessions is discouraged unless risk-assessed and safe.

8. Working with Press and External Media:

To protect TSCP's reputation and ensure accuracy:

- All press enquiries must be directed to the Communications Lead.
- No staff member may give statements or interviews without approval.
- Press attendance at events involving children must be safeguarding-approved.
- When working with journalists:
 - Consent forms must be completed.
 - The DSL must review safety and risk implications.
 - Media must avoid identifying vulnerable children or those in alternative provision / youth justice programmes.

9. Communications in Different Work Strands:

Community Sport / Football Development

- Use inclusive language and imagery reflecting diverse genders, ages, and backgrounds.
- Do not share detailed session locations in real time.

Youth Development / Alternative Provision

- Extra caution must be taken due to involvement of vulnerable young people or those in referral pathways.
- Case studies must be anonymised.



- Consent must be repeatedly reaffirmed.

Health & Wellbeing

- Sensitive information (health conditions, mental wellbeing) must not be referenced publicly.
- Inclusive representation of participants must be ensured.

Workforce Development

- Communication should highlight opportunities, professional development, and learning outcomes.
- Promotional material must be non-discriminatory and accessible.

10. Social Media Governance:

TSCP has a dedicated Social Media Policy, which should be read alongside this policy.

Key expectations include:

- Only authorised individuals may access official accounts.
- No direct messaging with young people.
- No sharing of personal or confidential data.
- Safeguarding concerns arising online must be reported immediately.
- Content must be positive, accurate, and aligned with TSCP values.

11. Branding, Tone and Messaging:

All public communications must:

- Uphold TSCP's brand identity, tone and values.
- Use approved colours, logos, and templates.



- Reflect a positive, community-focused narrative.
- Avoid jargon, stereotypes or insensitive language.
- Promote empowerment, safety, inclusion and wellbeing.

12. Crisis Communications:

In emergencies or incidents:

- Only Directors or the Communications Lead may issue statements.
- No staff or volunteer should speak to media.
- Communications must not compromise safeguarding, investigations or confidentiality.
- The DSL must approve any information referencing children.
- Messaging must follow Health & Safety and Safeguarding protocols related to incident reporting.

13. Complaints and Misuse:

Breaches of this policy may lead to:

- Removal of online content
- Disciplinary action (for staff / volunteers)
- Termination of partnerships
- Referral to statutory bodies (for safeguarding breaches).

Complaints should be escalated to the Directors or the Communications Lead.



14. Training and Implementation:

TSCP will ensure:

- All staff and volunteers receive communications, social media, safeguarding, and GDPR training.
- New staff complete communication / media induction.
- Annual refreshers are provided.
- Programme leads / Head Coaches receive guidance on inclusive communications.

This policy will be reviewed annually or earlier if legislation, safeguarding guidance, or organisational practice changes.

This policy approved by: Board of Directors of The Swans Community Partnership: (*Caroline Moran, James Badham & Rosie Thurston*)

Policy Review Date: 11/11/2026

Next Review date: 01/11/2026