**1. Purpose**

This policy outlines how NWF Facilities Ltd manages interactions with the media, ensuring all communication is accurate, timely, lawful, and protects the integrity and reputation of the company, employees, clients, and the public. It supports legal compliance, emergency response, and alignment with ISO 45001:2018 and SSIP standards.

**2. Policy Statement**

NWF Facilities Ltd recognises the importance of effective media management to protect its reputation, ensure accurate dissemination of information, and mitigate potential legal, safety, or commercial risks arising from miscommunication.

Only **designated personnel** are authorised to engage with the media. All staff must refer media enquiries to the appointed media contact.

This policy also considers:

* **Crisis communication** in emergencies (e.g. accidents, environmental incidents, or protests)
* **Sensitive topics** including health & safety, environmental impact, and climate-related events
* **Data protection and confidentiality** under GDPR and company policies

**3. Roles and Responsibilities**

**Directors**

* Act as official media spokespeople.
* Approve public statements, press releases, and interviews.
* Escalate communication during critical incidents (e.g. fatality, fire, environmental breach).

**All Employees**

* Must not speak to media representatives.
* Refer all media enquiries to a manager or director immediately.
* Avoid posting work-related content on social media unless authorised.

**Health & Safety Manager (if applicable)**

* Prepares media briefs for serious incidents (accidents, RIDDOR events, site evacuations).
* Coordinates with emergency services and regulators.

**Marketing/PR Support (Internal/External)**

* Manages brand image and media monitoring.
* Supports planned media campaigns and website updates.

**4. Key Arrangements**

**🔹 Media Enquiries**

* All media enquiries must be forwarded to the designated contact.
* No unauthorised staff are permitted to comment “off the record” or “unofficially”.

**🔹 Incident & Crisis Communication**

* Communication plan activated during serious events (e.g. injury, environmental spill, security breach).
* Climate-related incidents (e.g. heat-related illness, flood damage) are treated with equal urgency.

**🔹 Press Releases**

* Approved by Directors only.
* Must be accurate, concise, and align with legal and contractual responsibilities.

**🔹 Social Media Usage**

* Business social media accounts managed centrally.
* Employees are prohibited from posting about incidents or operational issues.
* Inappropriate or unofficial content may lead to disciplinary action.

**🔹 Protecting Company Reputation**

* Comments must not include blame, speculation, or confidential details.
* Media responses must protect the privacy of individuals, especially in sensitive or legal situations.

**5. Climate Change and Environmental Events**

NWF Facilities Ltd acknowledges that **climate-related events** (such as flooding, extreme heat, or environmental non-compliance) may attract media interest.

* These incidents will be handled in line with this policy and the company’s **ISO 14001:2015 EMS**.
* Communications will include corrective actions and proactive environmental commitments where appropriate.

**6. Legal and Regulatory Compliance**

This policy supports compliance with:

* Defamation laws and media regulations
* GDPR (General Data Protection Regulation)
* Employment law
* ISO 45001:2018 requirements for internal and external communication
* SSIP core criteria for incident reporting and reputation protection

**7. Review and Monitoring**

* This policy will be reviewed annually, and after any significant incident or media event.
* Lessons learned from media engagement will inform future updates and training.

**Signed:**  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Director)  
NWF Facilities Ltd  
Date: 01.02.2025