

MWS Policy on Media Relations & Public Communications

Unless otherwise agreed, all media requests for information/ interviews or media releases from MWS must be approved by the Communications Department or Chief Executive Officer (CEO) prior to acceptance of requests or dissemination.

In assessing whether it would be in the best interests of MWS to respond to a media request, the Communications Department may consult the Head of Centre (HOC)/ Director/ Group Director/ Chief Operating Officer or CEO before arriving at its recommendation.

COVERAGE

These guidelines do not cover MWS employees' personal use of social media platforms. For completeness, please refer to MWS' Human Resource Policies: Ethics & Code of Conduct - Social Media Policy.

Procedures outlined in this Policy, and in any related policy, may be reviewed or changed at any time, and will be updated and published on our website.

SCOPE OF INFORMATION

Areas of information that can be shared/ discussed/ released:

- i. Professional views and opinions on social and healthcare issues
- ii. Social and healthcare issues faced by clients or persons served by MWS
- iii. Information on the Centre, its programmes and services
- iv. MWS' stand on advocacy matters
- v. MWS policies and organisational operations
- vi. MWS human resource issues e.g. employment, terminations
- vii. Comments on incidents at Corporate Services or Centres

Areas of information that are 'out of bounds':

- i. Comment on political and security issues
- ii. Comments that are seen as favouring one race or religion over another

MWS will work within these codes of professional ethics when referring to actual cases or patients/ residents:

- i. Singapore Association of Social Workers Code of Professional Ethics ([link](#))
- ii. Singapore Association for Counselling Code of Ethics ([link](#))
- iii. Singapore Medical Council Ethical Code and Ethical Guidelines ([link](#))
- iv. Singapore Medical Council Handbook on Medical Ethics ([link](#))
- v. Singapore Nursing Board: Code for Nurses and Midwives ([link](#))
- vi. Allied Health Professions Council: Code of Professional Conduct ([link](#))

MEDIA CONSENT

All staff/ clients who consent to being interviewed must fill in and sign the *MWS Media Consent Form* which can be found on the Intranet.

It is the HOC's responsibility to ensure the client and/or caregiver understands the exposure that he/she may get from the interview. If the interviewee is a minor (under the age of 16) or has been certified with a medical/mental condition, the HOC has to ensure the interviewee's parent/legal guardian/caregiver understands the exposure that the interviewee may get from the interview.

As far as possible, the HOC or client's social worker/medical social worker/case worker should be present during the interview and ensure that the client's interests are protected.

OFFICIAL SPOKESPERSON

Only the CEO, (or in his absence, the Chairperson of the current Board of Governance of MWS) may make official statements about MWS (as a legal entity) to the media. The CEO may appoint appropriate staff to be the spokesperson where necessary.

Alternatively, the Chairperson of the current Board of Governance of MWS may appoint a member of the current Board of Governance or Centre Governance Committee to be the official spokesperson for specific matters.

Unless prior permission has been obtained from MWS Corporate Services, staff must not make any verbal or written statements, to the media on behalf of MWS.

PUBLIC COMMUNICATIONS

Stakeholders (i.e. the Patron of MWS, Board of Governance members, Centre Governance Committee and Sub-Committee members, donors, volunteers, MWS members, Pastors-in-charge of local churches, the Methodist congregations, relevant Government agencies, grassroots organisations) will be kept informed of MWS activities through the official communication channels of MWS:

- *Uncommon Voices* – A bi-lingual publication featuring MWS' work and stories of the lives touched through MWS. *Uncommon Voices* is published digitally four times a year and in print twice a year.
- Annual Report – Published no later than 6 months after the close of the financial year and at least 2.5 weeks before the Annual General Meeting. The Annual Report features a review of each of the centres and outreach of MWS and the audited financial statements. It is also available on the MWS website www.mws.sg.
- MWS Website (www.mws.sg) – Maintained by the Communications Department. Features include MWS Mission, Vision, Values, history, financial and non-financial information, centres and outreach (including contact details), programmes and services, events, volunteer opportunities, online donation portal.
- MWS Social Media – Maintained by the Communications Department. Features include updates on MWS centres and programmes, outreach activities and events, human interest profiles (client, volunteer, staff, donors, partners).

16 November 2023