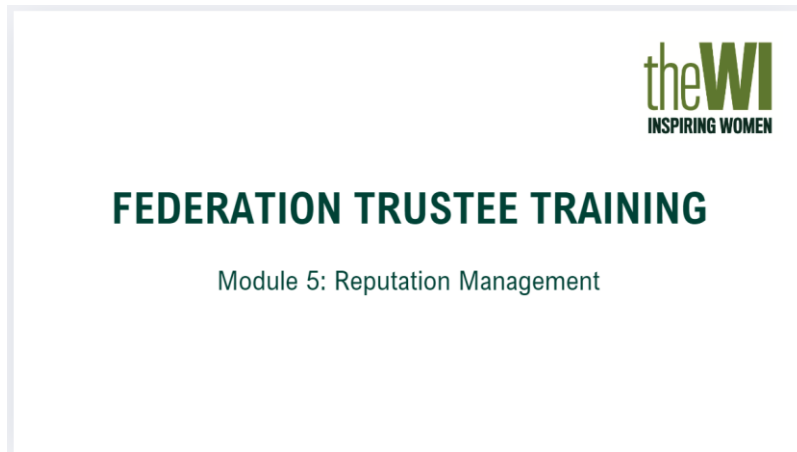


## Federation Trustee E-Learning Transcript - Module 5

### Slide 1 – Welcome



Welcome to the Federation Trustee E-learning Programme!

We are delighted to have you here and hope you find this training both informative and valuable in supporting your role as a Federation Trustee.

This e-learning complements the WI Core Module Programme and is designed to enhance your understanding of the responsibilities that come with your trustee role. The Core Module programme consists of three modules that cover key areas, including; an introduction to the WI, an overview of the Constitution, and an in-depth look at the Policies and Procedures established by the NFWI.

For a seamless experience, we recommend completing the WI Core Modules before beginning the Federation Trustee training, as they provide helpful context and serve as a useful refresher. You'll find the link to these modules just below the video.

This training is a mandatory part of your responsibilities as a trustee, with this module specifically focusing on reputation management. All resources referenced in the modules, as well as a transcript, are available under the 'Helpful Links' section below the video.


At the end of each module, you'll complete a short knowledge test. Upon successful completion of all six modules, you'll receive a certificate recognising your achievement.

Thank you for your commitment to maintaining good governance and reducing risk as a Federation Trustee. Your role is invaluable.


## Slide 2 – Introduction to Module 5

### Introduction to Module 5

- How Press and PR work
- The issues around negative publicity
- What to consider when managing sensitive events
- How social media is important to the WI
- How to represent the federation and to manage own use of social media
- Where to find information about PR Policies including the use of the logo



We hope that by the end of the module you will have a greater understanding of reputation management



In this module we look at reputation risks and the management of reputation.

We'll cover:

- How Press and PR work
- The issues around negative publicity
- What to consider when managing sensitive events
- How social media is important to the WI
- How to represent the federation and to manage your own use of social media
- Where to find information about PR Policies including the use of the WI logo


By the end, we hope you'll feel confident in your role as a reputation steward for your federation and the WI as a whole.

## Slide 3 – Reputation & Perception of the Organisation

### Reputation & Perception of the Organisation

To help re-align misconceptions about today's WI, federations should promote innovative activities, campaigns and events whenever possible in line with the organisation's strategic vision.

**Our ultimate aim is to reach more women and ask them to consider joining us.**



It is important for trustees to have an awareness of the perception of the organisation, from within our membership and externally.

Many people, including journalists, have misconceptions about the WI. We all know that we sometimes suffer from others having an outdated view of who we are and what we do and that this creates a barrier for us in reaching new members. It is therefore up to everyone to work towards dispelling these myths, while also promoting our strengths and achievements, and a modern and inspiring image of the WI. As leaders of the organisation, you are required to role-model this for your WIs and your communities.

Federations can play their part by promoting the brilliant, innovative activities, campaigns and events you are running, in line with the WI's strategic vision.

Ultimately, we aim to reach and inspire more women to join us.



#### Slide 4 – A Pro-active Approach to Reputational Risk

### A Pro-active Approach to Reputational Risk

There are several areas that trustees need to consider in order to have a pro-active approach:

- Press and public relations (PR)
- Organisation social media
- Personal social media

It may also be worth identifying a lead member, or small team, for PR to advise and co-ordinate engagement with the various media.



By being pro-active and considering risk to reputation early on in the planning stage of new activities, trustees can ensure they are undertaking their roles and responsibilities.

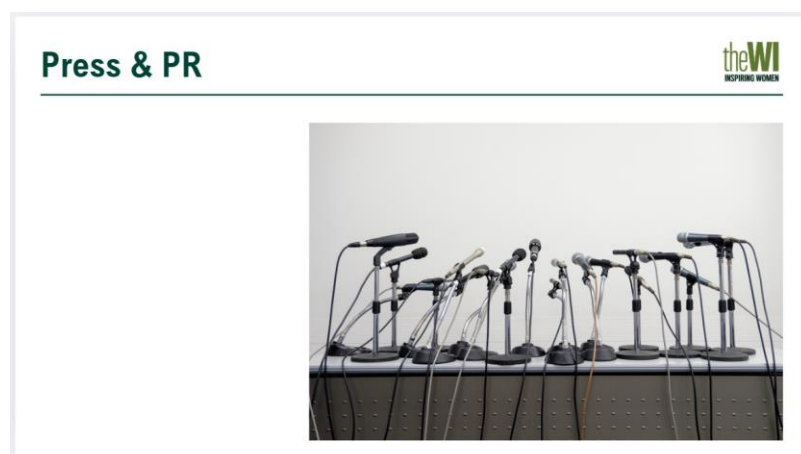
There are several areas that trustees need to consider:

- Press and public relations (PR)
- Organisation social media
- Personal social media

It is worth downloading the [NFWI PR Guide from My WI](#), or from the 'Useful Links' section below this video, as you work through the next set of slides covering these points. This document is a great guide to how to gain positive media coverage for your federation or WI, as well as how to handle any tricky issues.

It may also be worth identifying a lead member, or small team, for PR to advise and co-ordinate engagement with the various media.

## Slide 5 – Press & PR



Working with the media can be a great way to promote your federation, and so you should consider how and when to maximise these opportunities. The Press are aware that the WI is the largest women's voluntary organisation in the UK and as such, we are regularly approached for opinions, thoughts and ideas on a huge range of different topics.

The size of our organisation and our reach into communities can bring about real engagement from media across local, regional and national issues. Getting media coverage via articles or interviews can showcase the huge range of activity the WI undertakes and help maintain the reputation of the WI. It is also very important that the organisation speaks with one consistent voice.

Part of the role of the federation is to protect and promote the organisation's reputation. As such, it is something that all trustees and members need to be actively mindful of, considering how activities are communicated and how they might be perceived by others.

## Slide 6 – Making Your Voice Heard

### Making Your Voice Heard

Consider utilising mediums such as:

- Local print media – newspapers, magazines
- Local broadcast media – radio and TV
- Online media – blogs and online news sites
- Social media – Facebook, Instagram, YouTube, etc

It is a good idea to foster a relationship with a journalist or local media.



There are lots of ways to get your message out there:

- Local print media – newspapers, magazines
- Local broadcast media – radio and TV
- Online media – blogs and online news sites
- Social media – Facebook, Instagram, YouTube, etc


When planning to use any of the above promotional media for a federation meeting or event, it is important to consider the target audience and the activity being undertaken. You may find it is worth using a variety of media throughout the year.

It is a good idea to foster a relationship with key journalists or local media contacts. Journalists speak to hundreds of people every week and it will increase your likelihood of getting coverage if they remember you and you have maintained a positive working relationship. You can find out the names of your local newspapers, magazines, radio and TV stations through websites like [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk). We suggest keeping an up-to-date contact list of your local media; you could start a spreadsheet that includes email addresses and telephone numbers and add a log of when the journalist has written about your federation or a WI within your federation.

For more tips on fostering relationships with local journalists, see the [NFWI PR Guide on My WI](#).

## Slide 7 – Negative Publicity


### Negative Publicity



Here are some helpful tips to avoid and deal with negative publicity:

- Ensure Accuracy
- Check Permissions
- React Responsibly
- Consider Reporting

If you have forged a good relationship with journalists or local media you may find you can reduce or limit any damage with their help.



Sometimes WIs or federations can get involved in issues or events that can lead them to be viewed in a negative light by the press or the community. This can be through the printing of factually incorrect information, misquoting someone, or simply negative actions from members or WI hosted activities. It is important to consider carefully how you respond to any negativity.

If you have forged a good relationship with journalists or local media you may find you can reduce or limit any damage with their help.

It is important to consider carefully which issues you get involved with (for example, consider if the issue is in line with the charitable objects and consider avoiding controversial issues). There is some guidance on this in the [NFWI Social Media Guide](#). If you do need to get involved with an issue, here are some helpful tips to avoid and if necessary, deal with negative publicity:

- **Ensure Accuracy** - A good way to reduce the risk is to check any content before release to any media. Check every word for accuracy, and check for any possible misunderstandings that might happen as a result of mis-reading the message.
- **Check Permissions** - Make sure you have full permission or license to publish any photos or any images obtained from the Internet. If an image is available clearly with Public Domains licence then it is free to use. If it is not evident then you are likely to have to pay for the use of the image. Do check permissions and licences, otherwise you could risk legal action. If you do post content which is copyrighted, you may receive a Take Down letter. A Take Down letter is a request to remove or disable access to illegal, irrelevant, or outdated content from a website. If you receive a Take Down letter you must adhere to it. My WI has some [helpful advice on sharing images and videos](#), including consent forms as well as a free to use set of images from the [Photo Library](#). Links to both of these resources are included in the helpful links section underneath this video.
- **React responsibly** - If faced with a situation don't panic. This will not help the situation and may result in kneejerk reactions which prove inappropriate further down the line. Work out how to remedy the situation and move forward. Don't ignore it - Ensure you notify anyone within the organisation that it may impact; the NFWI PR department, Federation Chair, Board of Trustees.
- **Consider Reporting** - Decide whether you need to report the incident to your charity regulator or any other bodies. Please refer to the guidance of your regulator to identify whether an incident requires a formal report. Remember that NFWI is always there to help as they can provide specialist expertise and advice on managing local and national press coverage.

## Slide 8 – Being Misquoted & Sensitive Events

### Being Misquoted & Sensitive Events



In the event of being misquoted or if a sensitive event arises, you should:

- Consider writing a letter clarifying the situation
- Stay calm and focused
- Agree a strategy
- Don't get caught in the moment
- Contact the NFWI PR department for a second opinion if needed

If local media publish an inaccurate article or portrays your federation in a negative manner, it is sensible to contact the editor clarifying the situation. Explain what was actually said and ask them to publish your letter or print a correction in the next edition of the paper. Remember to remain calm and focused on what you want to achieve. Writing when you are feeling angry, or defensive will come across that way to the editor and the reader. If you want a second opinion before contacting an editor, it is worth contacting the NFWI for that support.

If your federation has been embroiled in a sensitive event or an issue/complaint that has been leaked to the press, you will need to plan an agreed strategy as a Board of Trustees, having consulted with the NFWI PR department. This is particularly important if the issue is in contravention of organisational policies such as the [NFWI's Equality, Diversity and Inclusion Policy](#).

If you are contacted by a journalist about something like this, don't feel pressured to respond straight away. Thank them for bringing the incident to your attention. Let them know that you would like to find out more information and will call or email them back.

## Slide 9 – Social Media

### Making Your Voice Heard

Consider utilising mediums such as:

- Local print media – newspapers, magazines
- Local broadcast media – radio and TV
- Online media – blogs and online news sites
- Social media – Facebook, Instagram, YouTube, etc

It is a good idea to foster a relationship with a journalist or local media.





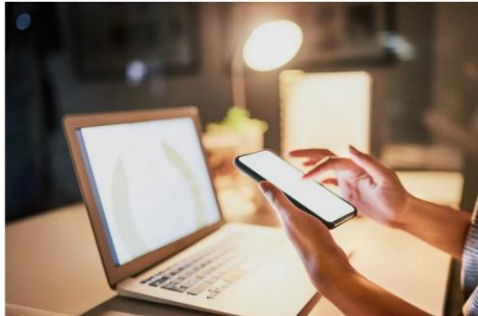
It is very important that the WI maintains an active online presence, and social media offers federations and WIs the chance to:


- Showcase the WI to new audiences who may not know about our organisation.
- Connect with existing members – an easy and instant way for members to ask questions or give feedback
- Share news and updates instantly – e.g. if there is a last-minute change to an event, or exciting news to share
- Promote online discussion – get input and ideas directly from members
- Get your identity and personality out there and show what you are doing in a relevant and immediate way.

It is also a good medium for recruiting and attracting new members, by giving a taster of the activities you have available and the relevant information about how new members can join.

## Slide 10 – Representing the Federation Online

### Representing the Federation Online







Very little that is posted online is considered private. Even if you are communicating over a social media platform's private messaging function through your WI page, your replies could be made public at any time.

As a trustee, members within your federation and the wider organisation are looking to you for leadership, knowledge and inspiration. An ill-thought-out comment on social media may escalate and encourage others to respond inappropriately.

On your federation social media account, do not share any personal opinions or express any views that would not be in the view of your federation, the NFWI or representative of your leadership role as a trustee.

A good question to ask before posting anything is: **'is this truly the view of our entire organisation?'**

Remember to take care when sharing or reposting. Check they are messages from an organisation/person that is okay for your federation/the WI to be aligned with. This means ensuring that anything shared is in line with our role as a non-party political organisation, our charitable objects and our campaigns and resolutions. If in doubt do contact the NFWI for advice.

Now let's talk about personal social media accounts. Personal accounts are those operated by individuals in their private lives and outside of their official roles within the WI.

If you have a personal social media account, then do make sure your personal profile is set as private so what you share with is viewed only by friends or approved followers.

As a federation trustee you will undoubtedly have people from your WI as friends on social media. As such, you should consider your posts before sharing personal or political views or touching on anything controversial or divisive.

The [NFWI Social Media Policy](#) gives further guidance on social media use. This policy isn't intended to inhibit personal use of social media but instead highlight those areas in which conflict might arise. The policy is available on My WI and is linked in the Useful Links section below this video.

## Slide 11 – Using the WI Logo



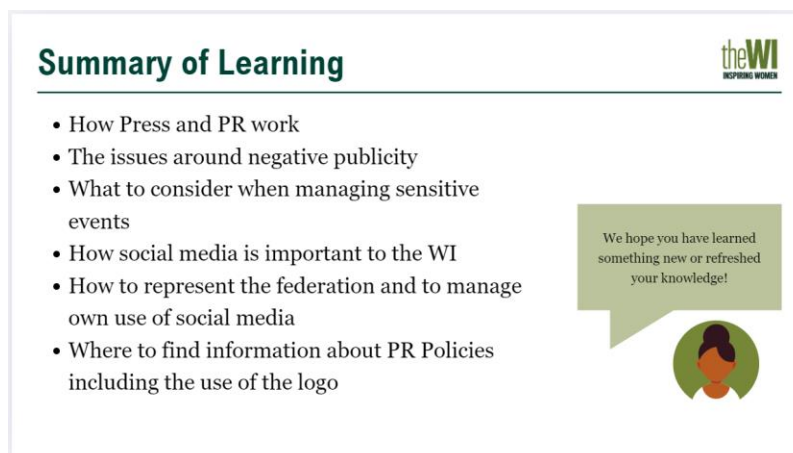
Logos are crucial to help raise awareness of our organisation and help build recognition of our brand.

Your federation is likely to have their own logo for easy identification in PR, letter headings, etc.

Your federation logo, along with the NFWI logo, clearly identifies the organisation and as such it is vital that trustees and members use these carefully and in-line with our brand guidelines. You must also only utilise the approved NFWI and federation logos.

Do check the [branding guidelines for use of the NFWI logo](#), as well as [advice on how to publicise your WI](#) and the [NFWI PR Guide](#), all of which can be found on My WI and are linked below this video.

## Slide 12 - Summary of learning



### Summary of Learning

- How Press and PR work
- The issues around negative publicity
- What to consider when managing sensitive events
- How social media is important to the WI
- How to represent the federation and to manage own use of social media
- Where to find information about PR Policies including the use of the logo

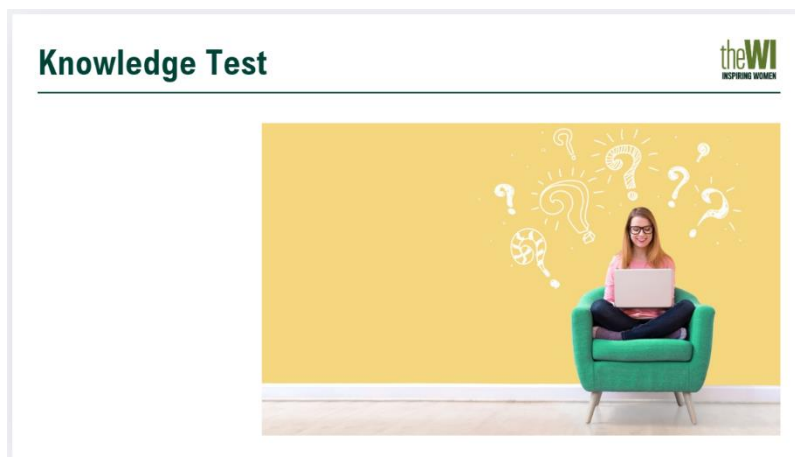
We hope you have learned something new or refreshed your knowledge!

Thank you for participating in this module. We hope you've gained insights into reputation management and how you can contribute to the WI's strong, positive image.

In this module, we've covered:

- How Press and PR work
- The issues around negative publicity
- What to consider when managing sensitive events
- How social media is important to the WI
- How to represent the federation and to manage own use of social media
- Where to find information about PR Policies including the use of the logo

### Slide 13 – Knowledge Test



Congratulations on completing this module! Now, it's time for the knowledge test. There are five questions based on the material covered. If needed, feel free to review the slides to refresh your understanding.

Thank you for your dedication as a Federation Trustee. If you have any questions, please reach out to the NFWI for support. We appreciate your time and commitment in this role.