



Women's Royal Army Corps Association Communication and Media Policy

Date approved	14th July 2026
Responsible officer	Chief Executive Officer
Restrictions	None
Application	Staff & Trustees

Registered Charity 206184

COMMUNICATIONS AND MEDIA POLICY

1) Purpose

Good communication is clear, professional, timely and appropriate. It should be useful and relevant to all parties, with a clear purpose as to the reason for the communication.

The WRAC Association recognises that consistent, effective and appropriate communications – both external and internal – are essential for the Association to achieve its aims and objectives, and to its credibility as a leading Armed Forces Community charity and champion of female veterans.

Aims of Media Communications for the WRAC Association:

- Increase membership inc. wide eligibility
- Increase understanding of the benefits of Association membership
- Increase awareness and understanding of our Benevolent Fund
- Promote WRAC Association as the sole female-only tri-service organisation
- Increase visibility of female veterans
- Advocate for female veterans

The primary aim of communication, internally and externally, is to support and promote the Aims, Objectives and best interests of the WRAC Association at all times. The use of media is just one of many tools in achieving good communication – and the media used may be one or a mixture of media, such as to achieve a clearly communicated and understood set of Aims, Objectives and outcomes. External and internal communications form part of strategic and business planning. Effective communications play a positive role in the day-to-day operations of the Association, through the consideration of the content, and the audience for any particular message or information to be disseminated.

The aim of the Communications Policy is to reduce the risk to the Association of damaging or ineffective communication, and to ensure that all Association staff, trustees, members of Membership Council and other volunteers are aware of how communications are best conducted externally and internally, and who has responsibility for which aspects.

Key risks

Key communications risks within the WRAC Association are:

- Misinformation or inaccurate statements.
- Damage to the Association and its Aims and Objectives due to negative stories, activities.
- Reputational damage through social media activity.
- Unauthorised media engagement.
- Individuals not liaising with the Association Chief Executive Officer (CEO) or Vice President.
- Individuals not remaining 'on brand' when communicating.
- Potential corporate injury or damage due to a crisis event, whether within or without the Association's control.
- Failure to comply with charity law or fundraising regulations.
- Breaches of confidentiality.

- Individuals not adhering to the Data Protection Policy/Data Protection Act 2018
- Cybersecurity incidents affecting communications channels.

2) Scope of Policy

The Association staff, trustees, members of Membership Council and other volunteers should be familiar with this policy. Additionally, any external PR-partners the Association engages with should be familiar with this Policy. Further information on appropriate social media use can be obtained from WRAC Association HQ

This document outlines the principles for managing Communications, including a summary of key strands of communications, and the responsibilities of Trustees, Council and staff in relation to communications

3) Communication Principles

All WRAC Association communications should adhere to the following principles:

- Accurate and evidence-based
- Respectful and inclusive
- Consistent with the Association's values
- Lawful and compliant with relevant regulations
- Accessible to diverse audiences
- Respectful of confidentiality and personal data

No personal stories, photographs, testimonials or case studies will be published without appropriate consent and consideration of safeguarding, privacy and dignity.

Accuracy and Approval

Reasonable steps must be taken to ensure that information published by the Association is accurate, current and appropriately authorised. Where uncertainty exists regarding the legality, accuracy or appropriateness of any communication, advice should be sought from the CEO before publication.

Political Neutrality

As a registered charity, the WRAC Association must remain politically independent. Communications may support the Association's charitable purposes and advocate on issues affecting female veterans, but must not support, oppose or endorse any political party or candidate.

Types of Communication

- **External Communications** include all messages and information that the Association presents to external audiences, including the general public, partners and stakeholders. External media outlets may include: newspapers, radio, television,

magazines (inc. other regimental journals), newsletters (e.g. Cobseo), social media (inc. Facebook, X, LinkedIn, Instagram, etc) websites, printed materials and word-of-mouth (e.g. public events).

- **Internal Communications** include all messages and information (whether verbal or written) shared within the Association including all staff, trustees, members of Membership Council, other volunteers and contracted/SLA partner organisations. Methods of communication include: telephone, face-to-face meetings, email, videocalls, social media, digital newsletters/notifications, Lioness magazine, WRACA website, letters, AGM/conferences/seminars.
- **Proactive Communications** are planned comms and campaigns, strategically scheduled and executed, and aligned to the objectives and calendar of the WRAC Association.
- **Reactive Communications** allow the WRAC Association to appropriately react to external events and respond to media requests. Care should be taken to establish whether communications are appropriate and beneficial.

4) Roles & Responsibilities

The CEO has ultimate responsibility for communications. Any unusual, important or crisis communications matters should be cleared by the CEO, or by the Vice President where the CEO is not available.

Communication Type	Approval Required
Routine social media posts	Head of Operations (HOO)
Press releases	CEO
Media interviews	CEO
Crisis statements	CEO or Vice President in the absence of CEO
Routine advocacy statements consistent with agreed policy	CEO
New strategic positions or public policy submission	CEO and Vice President

Internal cascading of information will flow from the initiating source through the chain of command, including volunteers, e.g. CEO to HOO, HOO to area coordinators, area coordinators to branch organisers.

5) Media Relations

The WRAC Association values constructive relationships with the media and recognises the important role that media engagement plays in promoting awareness of female veterans, the Association's work and the support available through its Benevolent Fund.

Authorised Spokespersons

The CEO is responsible for overseeing media relations and is the primary spokesperson for the Association. The Vice President may act as spokesperson where appropriate or when delegated by the CEO.

The CEO may authorise trustees, staff, volunteers or members to speak on behalf of the Association where they possess relevant expertise or experience. Individuals authorised to undertake media interviews will be appropriately briefed beforehand.

Members participating in media activity in a personal capacity should make clear when they are expressing personal views and not the official position of the WRAC Association

Media Enquiries

All enquiries from journalists, broadcasters, podcasters, documentary makers or other media representatives should be referred promptly to the CEO or designated spokesperson.

Trustees, staff, volunteers and members should not provide statements, comments or interviews on behalf of the Association unless specifically authorised to do so.

Media Releases and Public Statements

Press releases, official statements and responses to significant media enquiries should be approved by the CEO before publication or distribution. Where a matter presents a significant reputational, legal or strategic risk, the CEO may consult the Vice President, Chair of Trustees or Board of Trustees as appropriate.

6) Social Media

The WRAC Association recognises that social media is an important communication tool which supports engagement with members, stakeholders, partners, beneficiaries and the wider public. Social media platforms provide opportunities to promote the Association's aims, activities and achievements, whilst increasing awareness of female veterans and the support available through the Association.

Official Social Media Accounts

The Association's official social media accounts will be managed only by individuals authorised by the CEO. All content published through official accounts should be consistent with the Association's aims, objectives, values and brand. New accounts, using the WRAC Association brand or name should be approved by the CEO prior to creation.

Content should be accurate, respectful, inclusive and lawful. Particular care should be taken when publishing material relating to beneficiaries, members, veterans, volunteers or partner organisations. Appropriate permission should be sought before publishing any third party content, including press clippings.

Personal Use of Social Media

Trustees, staff, members of Membership Council and volunteers are entitled to use social media in a personal capacity. However, individuals should be mindful that their association with the WRAC Association may be known to others and that personal comments may be perceived as reflecting the views of the Association.

Individuals should therefore:

- Make clear when expressing personal opinions that they do not represent the views of the WRAC Association.
- Respect the privacy, dignity and confidentiality of members, beneficiaries, staff and volunteers.
- Refrain from posting content that could bring the Association into disrepute.
- Avoid engaging in online disputes or commentary that may damage the reputation of the Association.
- Comply with all relevant policies, including the Data Protection Policy and Code of Conduct.

Photography, Testimonials and Personal Stories

Photographs, personal stories, testimonials and case studies relating to members, beneficiaries or volunteers must not be published without appropriate consent. Particular care must be taken where material relates to welfare support, financial assistance, health matters or other sensitive circumstances.

Media Enquiries via Social Media

Any media enquiries received through social media channels should be referred immediately to the CEO or designated spokesperson. Individuals should not provide statements on behalf of the Association unless authorised to do so.

Monitoring and Moderation

The Association reserves the right to remove comments, posts or content from its official social media channels that are offensive, abusive, defamatory, discriminatory, unlawful, misleading or otherwise inconsistent with the Association's values and objectives.

7) Crisis Communications

In the event of an emergency which requires communication expertise, contact the HQ Office immediately. Out of hours, contact the CEO.

During a communications crisis, all external enquiries should be directed to the CEO or nominated spokesperson (as agreed by the CEO). No trustee, staff member or volunteer should provide comment without authorisation.

8) Legal and Regulatory Compliance

All communications undertaken on behalf of the WRAC Association must comply with relevant legislation, regulatory requirements and recognised best practice.

Any actual or suspected breach of legal, regulatory or policy requirements relating to communications should be reported to the CEO immediately. Appropriate action will be taken to investigate, mitigate and, where necessary, report such breaches in accordance with legal and regulatory obligations.

In particular, communications activities should have regard to:

- The Data Protection Act 2018 and UK General Data Protection Regulation (UK GDPR).
- Charity Commission guidance and requirements applicable to registered charities.
- Copyright, intellectual property and licensing requirements relating to written content, photographs, video, music and other media.
- Defamation legislation and the need to ensure that statements made on behalf of the Association are accurate, evidence-based and capable of substantiation.
- Equality legislation, ensuring that communications are inclusive, respectful and free from unlawful discrimination.
- Any applicable fundraising regulations, codes of practice or advertising standards requirements.

9) Confidentiality and Data Protection

Personal information relating to members, beneficiaries, staff, volunteers or partner organisations must only be collected, stored, shared and published in accordance with the Association's Data Protection Policy and applicable legislation.

No confidential information should be disclosed through any communication channel without appropriate authority.

10) Policy Monitoring and Review

The WRAC Association Communications & Media Policy will be reviewed every three years by the CEO or sooner if required by changes in legislation or organisational circumstances.